



# DECC – Household Bills and Energy Attitudes

## METHODOLOGY NOTE

ComRes interviewed 2,004 GB adults online between 18<sup>th</sup> and 20<sup>th</sup> September 2015. Data were weighted to be representative of all GB adults aged 18+.

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 1  
**Q1. Which, if any of the following household bills are you personally responsible for managing?**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Mobile phone	1674 84%	835 85%	839 82%	167 69%	265 83% <sup>c</sup>	323 85% <sup>c</sup>	309 91% <sup>cdeg</sup>	251 84% <sup>c</sup>	360 85% <sup>c</sup>	451 83%	491 84%	347 82%	385 84%	410 81%	438 83%	439 87% <sup>m</sup>	242 84%	145 83%
Food shopping	1612 80%	741 75%	871 85% <sup>a</sup>	126 52%	264 82% <sup>c</sup>	322 85% <sup>c</sup>	295 86% <sup>ch</sup>	268 89% <sup>cdh</sup>	337 80% <sup>c</sup>	415 77%	476 82% <sup>i</sup>	332 79%	390 84% <sup>i</sup>	399 78%	419 79%	407 81%	245 85%	143 82%
Energy (electricity and/or gas)	1533 77%	820 83% <sup>b</sup>	713 70%	87 36%	220 69% <sup>c</sup>	311 82% <sup>cd</sup>	284 83% <sup>cd</sup>	252 84% <sup>cd</sup>	378 90% <sup>cdefg</sup>	411 76%	439 76%	300 71%	383 83% <sup>ijk</sup>	379 75%	418 79%	385 77%	216 75%	135 77%
Council tax	1407 70%	754 77% <sup>b</sup>	653 64%	47 20%	196 61% <sup>c</sup>	311 82% <sup>cd</sup>	269 79% <sup>cd</sup>	239 80% <sup>cd</sup>	345 82% <sup>cd</sup>	392 73%	409 70%	298 71%	308 67%	347 68%	386 73%	360 72%	193 67%	121 69%
Car insurance	1228 61%	666 68% <sup>b</sup>	563 55%	80 33%	176 55% <sup>c</sup>	254 67% <sup>cd</sup>	214 63% <sup>c</sup>	205 68% <sup>cd</sup>	299 71% <sup>cdf</sup>	379 70% <sup>ijkl</sup>	364 63% <sup>l</sup>	259 62% <sup>l</sup>	226 49%	293 58%	348 66% <sup>mq</sup>	302 60%	188 65%	98 56%
Mortgage/rent	1024 51%	567 58% <sup>b</sup>	457 45%	87 36%	189 59% <sup>cgh</sup>	281 74% <sup>cdfg</sup>	210 62% <sup>cgh</sup>	111 37%	145 34%	278 51%	309 53%	207 49%	230 50%	256 50%	282 53%	252 50%	138 48%	96 55%
None of the above	75 4%	27 3%	48 5% <sup>a</sup>	40 17% <sup>defgh</sup>	10 3% <sup>g</sup>	13 3% <sup>g</sup>	6 2%	1 *	6 1%	20 4%	29 5% <sup>l</sup>	18 4%	9 2%	25 5% <sup>p</sup>	22 4%	19 4%	5 2%	4 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 1  
**Q1. Which, if any of the following household bills are you personally responsible for managing?**  
**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Male		Female	
													Responsi-ble of energy bill (s)	Not respons-ible of energy bill (t)	Responsi-ble of energy bill (u)	Not respons-ible of energy bill (v)	Responsi-ble of energy bill (w)	Not respons-ible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Mobile phone	1674 84%	145 83%	84 93%EHI	208 88%EH	148 84%	147 79%	90 84%	158 84%	196 78%	214 83%	152 83%	133 85%	1383 90%t	292 62%	736 90%v	100 62%	647 91%x	192 62%
Food shopping	1612 80%	143 82%	77 85%	193 82%	136 77%	143 77%	88 83%	148 79%	192 76%	206 80%	156 85%H	128 82%	1367 89%t	245 52%	682 83%v	59 36%	685 96%x	186 60%
Energy (electricity and/or gas)	1533 77%	135 77%	69 76%	180 76%	137 77%	144 78%	79 74%	151 81%	181 72%	198 77%	137 75%	122 79%	1533 100%t	-	820 100%v	-	713 100%x	-
Council tax	1407 70%	121 69%	65 71%	172 73%	124 70%	127 68%	70 66%	139 74%	173 68%	175 68%	123 67%	120 77%	1354 88%t	52 11%	730 89%v	23 14%	624 88%x	29 9%
Car insurance	1228 61%	98 56%	56 62%	140 60%	106 60%	110 60%	72 68%H	128 68%AH	127 50%	166 65%H	116 63%H	109 70%AH	1079 70%t	149 32%	611 74%v	55 34%	468 66%x	94 31%
Mortgage/rent	1024 51%	96 55%	48 53%	106 45%	98 55%	90 49%	50 47%	95 50%	132 52%	125 48%	88 48%	97 62%CEFI	955 62%t	69 15%	531 65%v	36 22%	424 59%x	33 11%
None of the above	75 4%	4 2%	2 2%	9 4%	8 4%	9 5%	2 2%	12 6%JK	10 4%	15 6%JK	3 2%	1 1%	-	75 16%S	-	27 17%U	-	48 16%W

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 1  
**Q1. Which, if any of the following household bills are you personally responsible for managing?**  
**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
Energy (electricity and/or gas)	82 88%b	52 65%	35 84%	34 69%	86 91%f	94 66%	63 81%	74 75%	81 81%	63 74%	39 78%	40 72%	78 91%n	73 72%	98 75%	83 68%	110 87%r	88 68%	79 80%	58 69%	68 82%	54 75%
Mobile phone	82 87%	63 78%	40 96%	45 90%	87 92%	121 86%	65 83%	83 84%	81 81%	66 78%	45 90%	45 79%	80 92%n	79 77%	95 73%	101 83%	112 89%r	102 78%	79 81%	72 86%	70 84%	63 87%
Council tax	77 82%b	44 55%	35 84%d	30 61%	84 89%f	87 62%	60 77%	64 65%	74 74%	53 62%	31 62%	39 69%	70 82%	69 68%	91 69%	82 67%	98 78%r	76 59%	68 69%	55 65%	67 80%	53 73%
Food shopping	75 80%	68 85%	32 78%	45 91%	77 82%	116 83%	46 59%	90 91%g	72 72%	71 84%	40 80%	49 86%	64 74%	84 83%	93 71%	99 82%	95 75%	111 85%	83 84%	74 87%	64 77%	64 88%
Mortgage/rent	63 67%b	32 40%	24 59%	24 48%	55 58%f	51 36%	51 65%	47 48%	54 54%	37 43%	23 46%	27 48%	54 62%n	41 40%	71 54%	61 51%	67 53%	57 44%	48 49%	40 48%	57 69%	40 55%
Car insurance	58 62%	40 50%	29 70%	27 54%	70 74%f	70 50%	52 67%	53 54%	66 65%	45 53%	37 75%	35 61%	63 73%	66 65%	74 57%	52 43%	89 70%	78 60%	68 69%	48 57%	60 72%	50 68%
None of the above	2 2%	2 2%	1 3%	1 2%	- -	9 7%e	3 3%	5 5%	5 5%	4 5%	- -	2 3%	2 3%	9 9%	7 5%	4 3%	5 4%	10 8%	1 1%	1 2%	1 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 2  
**Gender**  
**Base: All respondents**

	Q1. Which, if any of the following household bills are you personally responsible for managing?							
	Total	Mobile phone	Food shopping	Energy (electricity and/or gas)	Council tax	Car insurance	Mortgage/rent	None of the above
Unweighted base	2004	1693	1647	1572	1458	1259	994	68
Weighted base	2004	1674	1612	1533	1407	1228	1024	75
Male	982 49%	835 50%	741 46%	820 53%	754 54%	666 54%	567 55%	27 36%
Female	1022 51%	839 50%	871 54%	713 47%	653 46%	563 46%	457 45%	48 64%

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 3

**Q2. Thinking about your household five years ago, who was primarily responsible for managing energy bills? E.g. deciding on the supplier and paying the bill.**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
I was responsible	1469	795	674	58	222	311	280	239	358	410	422	280	357	368	403	368	203	128
	73%	81% <sup>b</sup>	66%	24%	69% <sup>c</sup>	82% <sup>cd</sup>	82% <sup>cd</sup>	80% <sup>cd</sup>	85% <sup>cd</sup>	76% <sup>k</sup>	73%	67%	77% <sup>k</sup>	72%	76%	73%	70%	74%
My parents/ guardians	230	87	143	159	44	14	8	1	3	44	69	55	62	53	61	66	32	17
	11%	9%	14% <sup>a</sup>	66% <sup>defgh</sup>	14% <sup>efgh</sup>	4% <sup>gh</sup>	2%	*	1%	8%	12% <sup>i</sup>	13% <sup>i</sup>	13% <sup>i</sup>	10%	12%	13%	11%	10%
My husband/ male partner	186	23	163	7	38	30	36	44	30	58	49	57	22	44	44	45	36	17
	9%	2%	16% <sup>a</sup>	3%	12% <sup>ch</sup>	8% <sup>c</sup>	11% <sup>c</sup>	15% <sup>ceh</sup>	7%	11% <sup>l</sup>	8% <sup>l</sup>	14% <sup>jl</sup>	5%	9%	8%	9%	12%	10%
My wife/ female partner	55	54	1	1	6	17	10	4	17	16	18	13	8	21	11	6	10	7
	3%	5% <sup>b</sup>	*	*	2%	5% <sup>cg</sup>	3%	1%	4% <sup>c</sup>	3%	3%	3%	2%	4% <sup>o</sup>	2%	1%	4%	4%
Other	33	10	23	2	1	4	5	9	13	9	10	8	7	10	8	9	2	5
	2%	1%	2%	1%	*	1%	1%	3% <sup>d</sup>	3% <sup>d</sup>	2%	2%	2%	2%	2%	1%	2%	1%	3%
NET: Female	729	54	675	32	121	140	160	144	131	169	212	157	191	183	194	193	102	56
	36%	5%	66% <sup>a</sup>	13%	38% <sup>c</sup>	37% <sup>c</sup>	47% <sup>cdeh</sup>	48% <sup>cdeh</sup>	31% <sup>c</sup>	31%	37%	37%	41% <sup>i</sup>	36%	37%	38%	35%	32%
NET: Male	981	818	163	35	145	218	165	144	273	314	277	194	196	249	264	226	146	95
	49%	83% <sup>b</sup>	16%	15%	45% <sup>c</sup>	57% <sup>cdfg</sup>	48% <sup>c</sup>	48% <sup>c</sup>	65% <sup>cdefg</sup>	58% <sup>ijkl</sup>	48%	46%	42%	49%	50%	45%	51%	55% <sup>o</sup>
Don't know	11	4	7	4	4	2	1	-	-	1	5	3	2	3	-	5	3	-
	1%	*	1%	2% <sup>h</sup>	1%	*	*	-	-	*	1%	1%	*	1%	-	1%	1% <sup>n</sup>	-

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 3

**Q2. Thinking about your household five years ago, who was primarily responsible for managing energy bills? E.g. deciding on the supplier and paying the bill.**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Not applicable	21 1%	9 1%	11 1%	9 4% efgh	6 2% h	3 1%	1 *	2 1%	-	4 1%	9 2%	5 1%	3 1%	11 2% n	2 *	4 1%	3 1%	-

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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Absolutes/col percents

Table 3

**Q2. Thinking about your household five years ago, who was primarily responsible for managing energy bills? E.g. deciding on the supplier and paying the bill.**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Male		Female	
													Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
I was responsible	1469 73%	128 74%	61 68%	178 76%	129 73%	143 77%	72 68%	137 73%	177 70%	191 74%	130 71%	122 78%	1372 89%t	97 21%	747 91%v	48 30%	625 88%x	49 16%
My parents/ guardians	230 11%	17 10%	13 14%	30 13%	24 13%	21 11%	7 7%	30 16%FK	29 11%	24 9%	25 14%	10 7%	61 4%	169 36% <sup>s</sup>	30 4%	58 36% <sup>u</sup>	32 4%	111 36% <sup>w</sup>
My husband/ male partner	186 9%	17 10%	8 9%	21 9%	16 9%	15 8%	15 15%	12 7%	24 9%	20 8%	20 11%	17 11%	46 3%	140 30% <sup>s</sup>	9 1%	14 9% <sup>u</sup>	37 5%	126 41% <sup>w</sup>
My wife/ female partner	55 3%	7 4%	2 3%	2 1%	1 1%	3 2%	7 7% <sup>CDG</sup>	2 1%	11 4% <sup>C</sup>	9 4%	3 2%	6 4%	25 2%	29 6% <sup>s</sup>	25 3%	28 18% <sup>u</sup>	- -	1 *
Other	33 2%	5 3%	2 3%	3 1%	4 2%	2 1%	- -	5 3%	4 2%	6 2%	2 1%	1 *	21 1%	12 3%	7 1%	4 2%	14 2%	8 3%
NET: Female	729 36%	56 32%	30 33%	92 39%	71 40%	65 35%	43 41%	72 38%	90 36%	93 36%	59 32%	57 37%	651 42% <sup>t</sup>	78 17%	25 3%	28 18% <sup>u</sup>	625 88%x	50 16%
NET: Male	981 49%	95 55% <sup>DG</sup>	42 46%	110 47%	74 42%	97 52%	51 48%	80 43%	122 48%	127 50%	95 52%	87 56% <sup>DG</sup>	793 52% <sup>t</sup>	188 40%	756 92% <sup>v</sup>	62 38%	37 5%	126 41% <sup>w</sup>
Don't know	11 1%	- -	2 2% <sup>l</sup>	1 *	2 1%	- -	1 1%	- -	3 1%	- -	2 1%	- -	2 *	9 2% <sup>s</sup>	- -	4 2% <sup>u</sup>	2 *	5 2% <sup>w</sup>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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Prepared by ComRes - Confidential



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 3

**Q2. Thinking about your household five years ago, who was primarily responsible for managing energy bills? E.g. deciding on the supplier and paying the bill.**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respons ible of energy bill (s)	Not respons ible of energy bill (t)	Respons ible of energy bill (u)	Not respons ible of energy bill (v)	Respons ible of energy bill (w)	Not respons ible of energy bill (x)
	2004																	
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Not applicable		21 1%	- -	1 2%	1 *	2 1%	1 1%	3 3%AJ	* *	5 2%	7 3%	- -	5 *	15 3% <sub>s</sub>	3 *	7 4% <sub>u</sub>	3 *	8 3% <sub>w</sub>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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Absolutes/col percents

Table 3

**Q2. Thinking about your household five years ago, who was primarily responsible for managing energy bills? E.g. deciding on the supplier and paying the bill.**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
I was responsible	78 83%b	50 62%	34 82%d	28 56%	89 94%f	89 63%	59 75%	70 71%	82 82%	61 72%	36 72%	36 64%	68 78%	70 69%	98 75%	79 65%	107 85%r	84 64%	75 76%	56 66%	70 85%	52 71%
My wife/ female partner	7 7%b	-	2 4%	1 2%	2 3%	-	1 2%	-	3 3%	-	7 14%	-	2 3%	-	11 9%p	-	9 7%r	-	3 3%	-	6 7%v	-
My parents/ guardians	4 4%	13 17%a	2 6%	10 21%	3 3%	26 19%e	14 18%	10 10%	12 12%	9 10%	2 4%	5 9%	15 17%	15 15%	14 11%	15 12%	5 4%	20 15%q	14 15%	11 13%	2 2%	9 12%u
My husband/ male partner	1 1%	16 20%a	-	8 17%c	-	21 15%e	1 1%	15 15%g	2 2%	12 14%i	3 5%	13 23%	-	12 12%m	5 4%	19 15%o	2 1%	19 14%q	5 5%	16 19% s	5 6%	12 17%
Other	4 5%	1 1%	1 2%	1 3%	-	3 2%	2 2%	2 2%	-	2 2%	-	-	1 2%	4 4%	-	4 3%	1 1%	5 3%	-	2 2%	1 1%	-
NET: Female	7 7%	50 62%a	2 4%	29 58%c	2 3%	89 63%e	1 2%	70 71%g	3 3%	61 72%i	7 14%	36 64%	2 3%	70 69%m	11 9%	79 65%o	9 7%	84 64%q	3 3%	56 66% s	6 7%	52 71%u
NET: Male	79 84%b	16 20%	34 82%d	8 17%	89 94%f	21 15%	60 77%h	15 15%	84 84%j	12 14%	39 77%	13 23%	68 78%n	12 12%	103 79%p	19 15%	109 86%r	19 14%	79 81% t	16 19%	75 91% v	12 17%
Don't know	-	-	1 3%	1 2%	-	1 1%	-	2 2%	-	-	-	1 2%	-	-	1 1%	2 1%	-	-	2 2%	1 1%	-	-
Not applicable	-	-	1 3%	-	-	1 1%	1 2%	1 1%	1 1%	1 1%	2 4%	1 2%	-	*	1 1%	3 3%	3 2%	4 3%	-	-	-	-

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 4

**Q3. Thinking about the household you grew up in, who was responsible for managing energy bills? E.g. deciding on the supplier and paying the bill.**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Father/ male guardian	977 49%	523 53% <sup>b</sup>	455 45%	111 46%	140 44%	192 51%	163 48%	155 51%	217 52%	289 53% <sup>l</sup>	280 48%	211 50%	198 43%	272 53% <sup>oq</sup>	271 51% <sup>q</sup>	228 45%	137 47%	69 40%
Mother/ female guardian	768 38%	333 34%	435 43% <sup>a</sup>	110 46% <sup>eh</sup>	141 44% <sup>eh</sup>	123 32%	140 41% <sup>eh</sup>	118 39%	137 33%	172 32%	228 39% <sup>i</sup>	165 39% <sup>i</sup>	204 44% <sup>i</sup>	188 37%	183 35%	215 43% <sup>n</sup>	105 36%	78 45% <sup>n</sup>
Other	24 1%	11 1%	13 1%	2 1%	1 *	5 1%	3 1%	3 1%	10 2%	9 2%	3 1%	5 1%	7 1%	3 1%	11 2%	5 1%	1 *	4 2%
Don't know	197 10%	93 10%	104 10%	16 7%	30 9%	55 14% <sup>cg</sup>	32 10%	20 7%	44 11%	59 11%	56 10%	38 9%	44 10%	36 7%	56 11%	43 9%	41 14% <sup>mo</sup>	21 12%
Not applicable	37 2%	22 2%	15 1%	3 1%	9 3%	6 2%	2 1%	5 2%	12 3% <sup>f</sup>	12 2%	15 3% <sup>k</sup>	2 *	8 2%	11 2%	8 2%	11 2%	5 2%	2 1%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 4

**Q3. Thinking about the household you grew up in, who was responsible for managing energy bills? E.g. deciding on the supplier and paying the bill.**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
													Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Father/ male guardian	977 49%	69 40%	41 45%	110 47%	78 44%	81 44%	51 48%	104 55%A	132 52%A	140 55%AE	86 47%	86 55%A	757 49%	221 47%	442 54%	81 50%	315 44%	140 45%
Mother/ female guardian	768 38%	78 45%GK	42 46%K	97 41%K	77 44%K	78 42%K	36 34%	61 33%	96 38%	91 36%	69 38%	44 28%	589 38%	179 38%	279 34%	54 33%	310 43%	125 41%
Other	24 1%	4 2%	1 1%	4 2%	- -	3 2%	- -	6 3%DH	1 *	2 1%	1 1%	1 1%	19 1%	5 1%	10 1%	1 1%	9 1%	4 1%
Don't know	197 10%	21 12%	6 7%	20 9%	17 10%	19 10%	19 18%BCGHI	13 7%	18 7%	18 7%	22 12%	24 15%GHI	143 9%	54 11%	71 9%	23 14%	73 10%	31 10%
Not applicable	37 2%	2 1%	1 1%	5 2%	5 3%	4 2%	- -	3 2%	5 2%	5 2%	5 3%	1 1%	25 2%	12 2%	18 2%	4 2%	7 1%	8 2%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 4

**Q3. Thinking about the household you grew up in, who was responsible for managing energy bills? E.g. deciding on the supplier and paying the bill.**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
Mother/ female guardian	44 47%	34 42%	16 39%	26 52%	30 32%	66 47%e	26 33%	51 52%g	42 42%	36 42%	9 18%	27 48%	24 27%	37 37%	40 31%	56 46%o	44 35%	47 36%	33 33%	37 43%	25 30%	19 25%
Father/ male guardian	38 41%	31 39%	22 53%	19 38%	54 57%f	56 40%	43 56%h	34 35%	41 41%	40 47%	30 60%	21 38%	54 63%	50 49%	76 58%	56 46%	71 56%	69 53%	51 52%	35 42%	43 52%	43 59%
Other	2 2%	2 3%	1 2%	-	2 2%	2 1%	-	-	1 1%	3 3%	-	-	5 5%	2 1%	-	1 1%	-	2 2%	-	1 1%	1 2%	-
Don't know	8 9%	13 16%	1 3%	5 9%	6 7%	14 10%	6 7%	12 12%	13 13%	6 7%	11 23%	8 14%	2 3%	11 11%	12 9%	6 5%	9 7%	8 6%	11 11%	10 12%	12 15%	11 15%
Not applicable	2 2%	-	1 3%	-	2 2%	3 2%	3 4%	2 2%	3 3%	* 1%	-	-	1 2%	2 2%	3 2%	3 2%	1 1%	4 3%	4 4%	1 1%	1 1%	-

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 5  
**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- Summary table**  
**Base: All respondents**

		I personally manage the majority of household bills and paperwork	Responsibility for running the household is shared in my house	I think in most British households women will be largely responsible for managing the finances	I think in most British households men will be largely responsible for managing the finances	I have a good eye for a bargain	I don't spend much time researching different tariffs and options when choosing my energy supplier
Unweighted base		2004	2004	2004	2004	2004	2004
Weighted base		2004	2004	2004	2004	2004	2004
NET: Agree		1514 76%	1103 55%	939 47%	816 41%	1767 88%	790 39%
Strongly agree	(4)	967 48%	351 17%	292 15%	221 11%	799 40%	219 11%
Agree	(3)	547 27%	752 38%	648 32%	595 30%	968 48%	570 28%
Disagree	(2)	267 13%	408 20%	503 25%	578 29%	82 4%	657 33%
Strongly disagree	(1)	102 5%	247 12%	52 3%	116 6%	11 1%	356 18%
NET: Disagree		370 18%	655 33%	555 28%	694 35%	93 5%	1014 51%
Don't know		69 3%	61 3%	481 24%	468 23%	123 6%	79 4%
Not applicable		51 3%	186 9%	28 1%	26 1%	21 1%	122 6%
Mean		3.26	2.69	2.79	2.61	3.37	2.36
Standard deviation		0.90	0.95	0.79	0.83	0.60	0.93
Standard error		0.02	0.02	0.02	0.02	0.01	0.02

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 6

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- I personally manage the majority of household bills and paperwork**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	1514 76%	782 80% <sup>b</sup>	732 72%	99 41%	229 72% <sup>c</sup>	317 83% <sup>cd</sup>	276 81% <sup>cd</sup>	249 83% <sup>cd</sup>	344 82% <sup>cd</sup>	412 76% <sup>k</sup>	443 76%	293 70%	366 79% <sup>k</sup>	380 75%	400 76%	384 76%	218 76%	132 76%
Strongly agree	(4) 967 48%	469 48%	498 49%	42 18%	130 41% <sup>c</sup>	193 51% <sup>cd</sup>	202 59% <sup>cde</sup>	166 55% <sup>cd</sup>	233 56% <sup>cd</sup>	254 47%	294 51% <sup>k</sup>	173 41%	245 53% <sup>k</sup>	253 50% <sup>q</sup>	258 49%	254 50% <sup>q</sup>	132 46%	70 40%
Agree	(3) 547 27%	313 32% <sup>b</sup>	234 23%	56 23%	99 31% <sup>f</sup>	125 33% <sup>cf</sup>	73 22%	84 28%	110 26%	158 29%	149 26%	120 29%	121 26%	127 25%	142 27%	130 26%	86 30%	62 36% <sup>mno</sup>
Disagree	(2) 267 13%	103 10%	164 16% <sup>a</sup>	63 26% <sup>defgh</sup>	36 11%	37 10%	42 12%	39 13%	51 12%	78 14%	65 11%	65 15%	59 13%	63 12%	65 12%	69 14%	43 15%	28 16%
Strongly disagree	(1) 102 5%	49 5%	53 5%	35 15% <sup>defgh</sup>	24 8% <sup>efgh</sup>	13 3%	8 2%	8 3%	14 3%	24 4%	35 6%	28 7%	15 3%	40 8% <sup>opq</sup>	29 5%	19 4%	10 3%	4 2%
NET: Disagree	370 18%	152 15%	218 21% <sup>a</sup>	98 41% <sup>defgh</sup>	61 19%	50 13%	49 14%	47 16%	65 15%	103 19%	100 17%	93 22%	75 16%	103 20%	94 18%	88 17%	53 18%	32 18%
Don't know	69 3%	36 4%	34 3%	15 6% <sup>egh</sup>	22 7% <sup>egh</sup>	7 2%	13 4% <sup>g</sup>	3 1%	11 3%	16 3%	20 3%	20 5%	14 3%	13 3%	19 4%	18 4%	12 4%	7 4%
Not applicable	51 3%	13 1%	38 4% <sup>a</sup>	29 12% <sup>defgh</sup>	9 3% <sup>h</sup>	7 2% <sup>h</sup>	3 1%	2 1%	1 *	10 2%	19 3%	15 4%	7 1%	13 2%	17 3%	13 3%	5 2%	3 2%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 6

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- I personally manage the majority of household bills and paperwork**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Mean	3.26	3.29	3.24	2.54	3.16c	3.35cd	3.45cd	3.37cd	3.38cd	3.25	3.29k	3.14	3.35k	3.23	3.27	3.31	3.25	3.21
Standard deviation	0.90	0.86	0.93	1.02	0.94	0.80	0.81	0.81	0.83	0.88	0.91	0.94	0.84	0.97	0.90	0.87	0.85	0.81
Standard error	0.02	0.03	0.03	0.08	0.06	0.04	0.04	0.05	0.04	0.03	0.04	0.06	0.04	0.04	0.04	0.04	0.05	0.06

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 6

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- I personally manage the majority of household bills and paperwork**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respos-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respos-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respos-ible of energy bill (w)	Not respons-ible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	1514 76%	132 76%	75 82%	176 75%	134 76%	134 72%	83 78%	141 75%	190 75%	191 74%	135 74%	125 80%	1365 89%t	149 32%	722 88%v	60 37%	643 90%x	89 29%
Strongly agree	(4) 967 48%	70 40%	53 59%A 21% ADEJ	126 54% 21% AD	74 42% 5% AD	80 43% 5% AD	53 50% 5% A	92 49% 6% A	124 49% 20% ABJK	129 50% 20% AJK	79 43% 5% AJK	86 55% 2% AD	907 59% 2% t	60 13% 16% s	446 54% 2% v	22 14% 18% u	461 65% 1% x	37 12% 15% w
Agree	(3) 547 27%	62 36% CI	21 24% 24%	50 21% 21%	59 34% 4% C	54 29% 5% C	30 28% 5% A	49 26% 6% A	65 26% 20% ABJK	62 24% 20% AJK	56 31% 3% C	38 25% 2% AD	458 30% 2% t	90 19% 16% s	276 34% 2% v	38 23% 18% u	182 25% 1% x	52 17% 15% w
Disagree	(2) 267 13%	28 16%	10 11%	35 15%	24 13%	27 14%	10 10%	20 11%	30 12%	33 13%	33 18%	18 12%	86 6% 20% ABJK	182 39% 16% s	46 6% 2% v	57 35% 18% u	39 6% 1% x	125 41% 15% w
Strongly disagree	(1) 102 5%	4 2%	1 1%	10 4%	8 5%	14 8% A	5 5%	11 6% A	20 8% ABJK	20 8% AJK	5 3% C	4 2% AD	26 2% 20% ABJK	76 16% 16% s	19 2% 2% v	30 18% 18% u	7 1% 1% x	46 15% 15% w
NET: Disagree	370 18%	32 18%	11 13%	44 19%	32 18%	41 22%	16 15%	31 16%	50 20%	53 20%	38 21%	22 14%	112 7% 20% ABJK	258 55% 16% s	65 8% 2% v	86 53% 18% u	46 7% 1% x	172 56% 15% w
Don't know	69 3%	7 4%	1 1%	9 4%	7 4%	7 4%	6 6%	5 3%	9 4%	4 2%	6 3%	7 5%	41 3% 20% ABJK	28 6% 16% s	21 3% 2% v	14 9% 18% u	20 3% 1% x	14 4% 15% w
Not applicable	51 3%	3 2%	3 4%	6 2%	4 2%	4 2%	1 1%	11 6% HK	3 1%	9 4%	4 2%	2 1%	15 1% 20% ABJK	36 8% 16% s	11 1% 2% v	2 1% 1% u	4 1% 1% x	34 11% 15% w

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 6

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- I personally manage the majority of household bills and paperwork**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Mean	3.26	3.21	3.47ADE J	3.33	3.21	3.14	3.33	3.29	3.22	3.23	3.21	3.41AE	3.52t	2.33	3.46v	2.36	3.59x	2.31
Standard deviation	0.90	0.81	0.76	0.90	0.87	0.96	0.87	0.91	0.97	0.97	0.84	0.81	0.69	0.94	0.72	0.97	0.65	0.93
Standard error	0.02	0.06	0.08	0.06	0.07	0.07	0.09	0.07	0.06	0.06	0.07	0.07	0.02	0.05	0.03	0.09	0.02	0.06

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 6

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- I personally manage the majority of household bills and paperwork**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	68 73%	63 79%	36 87%	39 79%	82 87% <sup>f</sup>	94 67%	63 81%	71 71%	71 71%	63 74%	40 80%	43 76%	67 78%	74 72%	103 78%	87 72%	101 80% <sup>r</sup>	89 68%	85 87% <sup>t</sup>	50 59%	66 79%	59 81%
Strongly agree	(4) 35 37%	35 43%	26 62%	28 56%	56 59%	71 50%	31 40%	43 43%	41 40%	39 46%	23 47%	30 53%	45 52%	47 46%	68 52%	56 47%	62 49%	67 51%	44 44%	35 42%	38 46%	48 66% <sup>u</sup>
Agree	(3) 33 35%	29 36%	10 24%	11 23%	26 28%	24 17%	32 41%	28 28%	31 31%	23 28%	17 33%	13 23%	22 26%	27 26%	35 27%	31 25%	39 31% <sup>r</sup>	22 17%	42 42% <sup>t</sup>	15 18%	27 33% <sup>v</sup>	11 15%
Disagree	(2) 15 16%	13 16%	3 8%	7 14%	9 9%	26 19%	9 12%	15 15%	17 16%	10 12%	1 2%	9 17%	6 7%	14 14%	11 9%	19 16%	14 11%	18 14%	9 9%	24 29% <sup>s</sup>	9 11%	9 12%
Strongly disagree	(1) 2 2%	2 3%	1 3%	- -	1 1%	9 6%	5 6%	3 3%	7 7%	7 8%	3 5%	3 5%	6 7%	5 5%	15 11%	6 5%	5 4%	15 11% <sup>q</sup>	2 2%	2 3%	2 2%	2 3%
NET: Disagree	17 18%	15 19%	4 11%	7 14%	9 10%	35 25% <sup>e</sup>	14 18%	18 18%	24 24%	17 20%	4 7%	12 21%	12 14%	19 19%	26 20%	24 20%	20 16%	33 25%	11 11%	27 32% <sup>s</sup>	11 14%	11 15%
Don't know	6 6%	2 2%	1 3%	- -	3 3%	7 5%	1 1%	6 6%	3 3%	3 4%	6 13%	- -	1 1%	4 4%	2 2%	7 5%	4 3% <sup>r</sup>	- -	2 2%	4 5%	6 7%	1 2%
Not applicable	3 4%	- -	- -	3 7%	1 1%	5 3%	- -	4 4%	2 2%	2 2%	- -	1 2%	6 7%	5 5%	- -	3 3%	1 1%	8 6% <sup>q</sup>	- -	4 5%	- -	2 2%
Mean	3.19	3.23	3.50	3.45	3.50 <sup>f</sup>	3.21	3.16	3.24	3.10	3.19	3.40	3.28	3.34	3.25	3.21	3.24	3.31	3.16	3.32	3.07	3.33	3.51
Standard deviation	0.81	0.82	0.79	0.75	0.70	0.99	0.87	0.87	0.96	0.97	0.81	0.92	0.91	0.91	1.02	0.91	0.85	1.08	0.73	0.95	0.79	0.82
Standard error	0.09	0.09	0.12	0.10	0.07	0.08	0.11	0.09	0.11	0.10	0.14	0.12	0.10	0.09	0.10	0.08	0.08	0.09	0.08	0.10	0.10	0.09

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 7

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- Responsibility for running the household is shared in my house**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	1103 55%	581 59% <sup>b</sup>	522 51%	148 61% <sup>fg</sup>	197 61% <sup>fg</sup>	216 57% <sup>f</sup>	161 47%	150 50%	231 55% <sup>f</sup>	341 63% <sup>ijl</sup>	300 52%	242 57% <sup>l</sup>	219 48%	287 56%	294 56%	254 51%	164 57%	103 59%
Strongly agree	(4) 17%	351 19%	161 16%	48 20%	61 19%	65 17%	49 14%	48 16%	80 19%	112 21% <sup>j</sup>	89 15%	73 17%	78 17%	93 18%	85 16%	76 15%	66 23% <sup>no</sup>	31 18%
Agree	(3) 38%	391 40%	361 35%	100 42%	136 42% <sup>f</sup>	151 40%	112 33%	102 34%	152 36%	230 42% <sup>ijl</sup>	212 36%	169 40% <sup>l</sup>	141 31%	194 38%	210 40%	179 36%	97 34%	72 41%
Disagree	(2) 20%	408 17%	243 24% <sup>a</sup>	45 19%	61 19%	75 20%	76 22%	80 27% <sup>dh</sup>	71 17%	90 17%	134 23% <sup>i</sup>	93 22%	91 20%	98 19%	106 20%	117 23%	57 20%	30 17%
Strongly disagree	(1) 12%	247 11%	141 14%	16 7%	31 10%	46 12%	59 17% <sup>cdh</sup>	47 16% <sup>c</sup>	49 12%	55 10%	79 14% <sup>k</sup>	34 8%	79 17% <sup>ik</sup>	62 12%	62 12%	65 13%	35 12%	23 13%
NET: Disagree	655 33%	271 28%	384 38% <sup>a</sup>	61 26%	91 29%	120 32%	135 40% <sup>cdeh</sup>	127 42% <sup>cdeh</sup>	121 29%	146 27%	213 37% <sup>i</sup>	127 30%	169 37% <sup>i</sup>	160 32%	169 32%	182 36%	91 32%	53 31%
Don't know	61 3%	32 3%	28 3%	18 8% <sup>efgh</sup>	16 5% <sup>gh</sup>	11 3%	7 2%	3 1%	5 1%	14 3%	19 3%	14 3%	13 3%	18 3%	11 2%	19 4%	7 3%	5 3%
Not applicable	186 9%	97 10%	88 9%	13 5%	16 5%	33 9%	38 11% <sup>cd</sup>	21 7%	64 15% <sup>cdeg</sup>	40 7%	48 8%	38 9%	60 13% <sup>ij</sup>	44 9%	55 10%	47 9%	27 9%	13 7%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 7

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- Responsibility for running the household is shared in my house**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Mean	2.69	2.78b	2.60	2.86fg	2.79fg	2.70f	2.51	2.55	2.74fg	2.82jl	2.60	2.76jl	2.56	2.71	2.68	2.61	2.77	2.71
Standard deviation	0.95	0.93	0.95	0.86	0.90	0.93	0.99	0.97	0.96	0.91	0.95	0.87	1.03	0.95	0.92	0.94	0.99	0.95
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.06	0.06	0.05	0.04	0.04	0.05	0.05	0.04	0.04	0.05	0.06	0.08

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 7

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- Responsibility for running the household is shared in my house**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	1103 55%	103 59%	43 47%	120 51%	92 52%	108 58%	59 56%	103 55%	140 56%	147 57%	105 57%	83 53%	793 52%	310 66% <sub>s</sub>	476 58%	105 65%	317 44%	205 66% <sub>w</sub>
Strongly agree	(4) 351 17%	31 18%	15 16%	36 15%	25 14%	31 17%	30 28% <sub>CDIK</sub>	31 17%	51 20%	42 16%	37 20%	22 14%	256 17%	94 20%	148 18%	42 26%	108 15%	53 17%
Agree	(3) 752 38%	72 41% <sub>F</sub>	28 31%	84 35%	67 38%	77 42% <sub>F</sub>	30 28%	72 38%	89 35%	105 41% <sub>F</sub>	68 37%	60 39%	537 35%	215 46% <sub>s</sub>	328 40%	63 39%	209 29%	152 49% <sub>w</sub>
Disagree	(2) 408 20%	30 17%	18 20%	57 24%	42 24%	33 18%	22 21%	46 24%	48 19%	51 20%	34 19%	27 17%	323 21%	85 18%	136 17%	30 18%	187 26% <sub>x</sub>	56 18%
Strongly disagree	(1) 247 12%	23 13%	15 17% <sub>G</sub>	29 13%	21 12%	20 11%	16 15%	14 7%	33 13%	29 11%	18 10%	29 18% <sub>G</sub>	221 14% <sub>t</sub>	26 6%	97 12%	9 6%	124 17% <sub>x</sub>	17 5%
NET: Disagree	655 33%	53 31%	33 36%	87 37%	62 35%	53 29%	39 36%	60 32%	81 32%	79 31%	53 29%	56 36%	544 35% <sub>t</sub>	111 24%	232 28%	39 24%	311 44% <sub>x</sub>	72 23%
Don't know	61 3%	5 3%	3 3%	10 4%	7 4%	4 2%	1 1%	3 2%	10 4%	7 3%	6 3%	4 3%	32 2%	29 6% <sub>s</sub>	18 2%	15 9% <sub>u</sub>	14 2%	14 5% <sub>w</sub>
Not applicable	186 9%	13 7%	12 13%	19 8%	16 9%	20 11%	7 7%	22 11%	20 8%	24 9%	20 11%	13 9%	165 11% <sub>t</sub>	21 4%	93 11% <sub>v</sub>	4 2%	71 10% <sub>x</sub>	17 6%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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**Prepared by ComRes - Confidential**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 7

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- Responsibility for running the household is shared in my house**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respons ible of energy bill (s)	Not respons ible of energy bill (t)	Respons ible of energy bill (u)	Not respons ible of energy bill (v)	Respons ible of energy bill (w)	Not respons ible of energy bill (x)
	Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713
Mean	2.69	2.71	2.56	2.61	2.62	2.74	2.74	2.74	2.71	2.71	2.78	2.55	2.62	2.90s	2.74	2.95	2.48	2.87w
Standard deviation	0.95	0.95	1.02	0.94	0.91	0.91	1.07	0.87	0.99	0.92	0.94	1.00	0.97	0.82	0.94	0.87	1.00	0.79
Standard error	0.02	0.08	0.11	0.06	0.08	0.07	0.11	0.07	0.07	0.06	0.08	0.09	0.03	0.04	0.04	0.08	0.04	0.05

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 7

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- Responsibility for running the household is shared in my house**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	56 60%	47 58%	19 47%	23 47%	52 55%	68 48%	46 59%	46 46%	61 61%	47 56%	32 64%	27 48%	53 61%	51 50%	74 56%	67 55%	80 63%	67 51%	62 63%	42 50%	46 56%	36 50%
Strongly agree	(4) 19 21%	11 14%	4 11%	10 21%	21 22% <sup>f</sup>	15 11%	13 17%	11 12%	16 16%	15 18%	19 39%	10 18%	14 16%	17 17%	22 17%	29 24%	22 17%	21 16%	25 26%	12 14%	14 17%	8 12%
Agree	(3) 37 39%	35 44%	15 37%	13 26%	31 33%	53 37%	33 42%	34 35%	45 45%	32 38%	13 25%	17 30%	39 45%	33 33%	52 39%	38 31%	58 46%	46 35%	37 38%	31 36%	32 39%	28 38%
Disagree	(2) 13 13%	17 22%	8 21%	9 19%	20 21%	37 26%	15 19%	27 27%	16 16%	17 20%	11 22%	12 20%	10 12%	35 35% <sup>m</sup>	28 22%	19 16%	19 15%	31 24%	14 15%	20 23%	10 12%	17 24%
Strongly disagree	(1) 14 15%	9 11%	4 11%	11 21%	11 11%	19 13%	6 8%	14 14%	7 7%	12 15%	5 10%	11 20%	6 7%	8 8%	17 13%	17 14%	13 11%	15 12%	9 9%	9 11%	13 16%	15 21%
NET: Disagree	27 29%	26 33%	13 31%	20 40%	30 32%	56 40%	21 27%	41 42%	24 24%	29 35%	16 31%	23 41%	16 19%	43 43% <sup>m</sup>	45 34%	36 30%	33 26%	47 36%	24 24%	29 34%	23 28%	32 44%
Don't know	3 4%	2 2%	3 7%	- -	5 5%	5 4%	2 2%	5 5%	2 2%	2 2%	- -	1 2%	1 1%	2 2%	3 2%	7 6%	6 4%	2 1%	4 4%	2 2%	4 5%	- -
Not applicable	7 8%	5 7%	6 14%	6 13%	8 8%	11 8%	9 11%	7 7%	14 14%	6 7%	2 4%	5 9%	16 18% <sup>n</sup>	6 6%	9 7%	11 9%	9 7%	15 12%	8 9%	11 13%	9 11%	4 6%
Mean	2.74	2.67	2.60	2.53	2.75	2.52	2.79	2.50	2.82	2.65	2.98	2.52	2.88	2.63	2.67	2.77	2.78	2.64	2.91	2.63	2.67	2.43
Standard deviation	1.01	0.89	0.90	1.12	0.98	0.90	0.87	0.92	0.84	0.98	1.03	1.06	0.83	0.88	0.94	1.04	0.89	0.93	0.95	0.91	1.01	0.97
Standard error	0.11	0.10	0.16	0.16	0.11	0.08	0.12	0.10	0.10	0.11	0.17	0.14	0.11	0.08	0.09	0.10	0.08	0.08	0.11	0.10	0.13	0.11

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 8

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- I think in most British households women will be largely responsible for managing the finances**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	939 47%	360 37%	580 57% <sup>a</sup>	129 54% <sup>h</sup>	156 49% <sup>h</sup>	173 46% <sup>h</sup>	167 49% <sup>h</sup>	154 51% <sup>h</sup>	160 38%	216 40%	260 45%	216 51% <sup>i</sup>	247 54% <sup>ij</sup>	223 44%	239 45%	244 49%	140 48%	93 53% <sup>m</sup>
Strongly agree	(4) 292 15%	107 11%	185 18% <sup>a</sup>	36 15%	56 17% <sup>h</sup>	55 15%	58 17% <sup>h</sup>	40 13%	47 11%	66 12%	76 13%	74 18% <sup>i</sup>	75 16%	63 12%	74 14%	72 14%	51 18%	32 18%
Agree	(3) 648 32%	252 26%	395 39% <sup>a</sup>	94 39% <sup>h</sup>	100 31%	118 31%	109 32%	114 38% <sup>h</sup>	113 27%	150 28%	183 32%	142 34%	172 37% <sup>i</sup>	160 31%	166 31%	172 34%	89 31%	61 35%
Disagree	(2) 503 25%	307 31% <sup>b</sup>	195 19%	60 25%	84 26%	101 27% <sup>f</sup>	66 20%	63 21%	128 31% <sup>fg</sup>	173 32% <sup>ijkl</sup>	147 25% <sup>l</sup>	102 24% <sup>l</sup>	80 17%	136 27%	133 25%	125 25%	75 26%	33 19%
Strongly disagree	(1) 52 3%	44 4% <sup>b</sup>	9 1%	8 3%	9 3%	12 3%	8 2%	6 2%	11 3%	20 4%	13 2%	7 2%	12 3%	14 3%	17 3%	11 2%	6 2%	4 3%
NET: Disagree	555 28%	351 36% <sup>b</sup>	204 20%	68 28%	93 29%	113 30% <sup>f</sup>	74 22%	68 23%	139 33% <sup>fg</sup>	193 36% <sup>ijkl</sup>	161 28% <sup>l</sup>	109 26%	93 20%	150 30%	150 28%	136 27%	81 28%	38 22%
Don't know	481 24%	258 26% <sup>b</sup>	223 22%	41 17%	65 20%	90 24%	97 28% <sup>cd</sup>	71 24%	118 28% <sup>cd</sup>	126 23%	155 27%	88 21%	112 24%	130 26%	132 25%	112 22%	66 23%	42 24%
Not applicable	28 1%	14 1%	14 1%	3 1%	7 2%	4 1%	3 1%	7 2%	4 1%	6 1%	6 1%	8 2%	9 2%	5 1%	8 1%	11 2%	2 1%	2 1%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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Table 8

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- I think in most British households women will be largely responsible for managing the finances**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Mean	2.79	2.60	2.96a	2.80	2.82h	2.76	2.90h	2.85h	2.66	2.64	2.77i	2.87i	2.91ij	2.73	2.76	2.80	2.84	2.92m
Standard deviation	0.79	0.82	0.73	0.78	0.82	0.81	0.80	0.74	0.78	0.81	0.78	0.78	0.77	0.78	0.81	0.77	0.81	0.79
Standard error	0.02	0.03	0.02	0.06	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.06	0.07	

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 8

**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- I think in most British households women will be largely responsible for managing the finances**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)	
	Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308	
NET: Agree	939 47%	93 53%IK	43 48%	116 49%	85 48%	97 53%IK	58 55%IK	80 43%	117 46%	107 42%	82 45%	62 40%	732 48%	208 44%	280 34%	79 49%u	451 63%x	129 42%	
Strongly agree	(4) 15%	292 18%G	32 17%	17 19%G	30 13%	25 14%	35 19%G	21 20%G	17 9%	32 13%	31 12%	30 16%	22 14%	236 15%	55 12%	78 10%	29 18%u	158 22%x	26 9%
Agree	(3) 32%	648 35%	61 29%	26 36%K	86 34%	60 34%	63 35%	37 34%	63 34%	85 34%	75 29%	52 28%	40 26%	495 32%	152 32%	202 25%	50 31%	293 41%x	102 33%
Disagree	(2) 25%	503 19%	33 24%	22 26%	62 23%	41 20%	38 22%	23 29%	55 22%	55 22%	81 31%AEH	52 29%	40 26%	367 24%	135 29%	265 32%	42 26%	102 14%	93 30%w
Strongly disagree	(1) 3%	52 3%	4 3%	3 3%	4 2%	4 2%	6 3%	2 2%	4 2%	9 4%	5 2%	4 2%	7 4%	39 3%	14 3%	35 4%	8 5%	3 *	6 2%w
NET: Disagree	555 28%	38 22%	25 28%	66 28%	45 26%	44 24%	25 24%	59 31%	65 26%	86 33%AE	56 31%	47 30%	406 26%	149 32%	301 37%	50 31%	105 15%	99 32%w	
Don't know	481 24%	42 24%	20 22%	49 21%	43 24%	39 21%	23 21%	49 26%	69 27%	61 24%	43 23%	44 28%	377 25%	105 22%	225 27%	33 20%	152 21%	72 23%	
Not applicable	28 1%	2 1%	2 3%G	5 2%	4 2%	5 3%	- -	- -	2 1%	3 1%	2 1%	3 2%	19 1%	9 2%	14 2%	- -	5 1%	9 3%w	

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared by ComRes - Confidential**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 8

**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- I think in most British households women will be largely responsible for managing the finances**  
**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Mean	2.79	2.92G <sub>I</sub>	2.83	2.78	2.81	2.89G <sub>I</sub>	2.92G	2.67	2.77	2.69	2.79	2.71	2.82 <sub>t</sub>	2.70	2.56	2.77 <sub>u</sub>	3.09 <sub>x</sub>	2.65
Standard deviation	0.79	0.79	0.86	0.74	0.78	0.82	0.80	0.73	0.80	0.77	0.81	0.87	0.80	0.78	0.80	0.87	0.69	0.71
Standard error	0.02	0.07	0.10	0.05	0.07	0.07	0.09	0.06	0.06	0.05	0.07	0.08	0.02	0.04	0.03	0.09	0.03	0.05

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 8

**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- I think in most British households women will be largely responsible for managing the finances**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	45 48%	48 60%	13 32%	30 61% <sup>c</sup>	37 39%	79 56% <sup>e</sup>	25 32%	60 61% <sup>g</sup>	43 42%	55 64% <sup>i</sup>	21 42%	37 66%	24 27%	56 55% <sup>m</sup>	53 40%	64 53%	41 32%	66 50% <sup>q</sup>	39 40%	42 50%	20 24%	42 58% <sup>u</sup>
Strongly agree	(4) 15 16%	17 21%	1 2%	16 32% <sup>c</sup>	7 8%	23 16%	4 5%	21 22% <sup>g</sup>	14 14%	21 24%	9 18%	12 21%	6 7%	11 11%	12 9%	20 17%	16 12%	16 12%	17 18%	13 15%	6 8%	16 22% <sup>u</sup>
Agree	(3) 30 32%	32 39%	12 29%	14 28%	29 31%	56 40%	22 28%	39 39%	29 29%	34 40%	12 24%	25 45%	18 21%	45 44% <sup>m</sup>	41 31%	44 36%	25 20%	50 38% <sup>q</sup>	22 22%	30 35%	13 16%	27 37% <sup>u</sup>
Disagree	(2) 17 18%	16 20%	12 29%	10 20%	38 40% <sup>f</sup>	24 17%	28 36% <sup>h</sup>	13 14%	22 22%	16 19%	16 33%	7 12%	37 43% <sup>n</sup>	17 17%	29 22%	26 22%	49 39% <sup>r</sup>	32 25%	33 34%	19 23%	26 32%	14 19%
Strongly disagree	(1) 4 5%	- -	3 8%	- -	2 2%	2 1%	3 4%	1 1%	5 5%	1 1%	1 3%	1 2%	3 4%	1 1%	8 6% <sup>p</sup>	1 1%	4 4%	* *	2 2%	2 2%	6 8%	1 1%
NET: Disagree	21 23%	16 20%	15 37%	10 20%	40 42% <sup>f</sup>	26 18%	31 39% <sup>h</sup>	14 15%	27 27%	17 20%	18 36%	8 14%	41 47% <sup>n</sup>	18 18%	37 29%	27 22%	53 42% <sup>r</sup>	32 25%	35 36%	21 25%	33 39% <sup>v</sup>	14 20%
Don't know	26 28%	16 19%	11 27%	9 18%	16 17%	33 23%	22 28%	21 21%	27 27%	12 14%	11 22%	12 21%	22 25%	27 27%	41 31%	28 23%	31 24%	30 23%	23 24%	20 23%	28 33%	16 22%
Not applicable	2 2%	- -	2 5%	* 1%	2 2%	3 2%	- -	4 4%	4 4%	1 1%	- -	- -	- -	- -	- -	2 2%	1 1%	2 2%	1 1%	2 2%	3 3%	- -
Mean	2.84	3.01	2.39	3.15	2.55	2.95 <sup>e</sup>	2.47	3.08 <sup>g</sup>	2.74	3.04	2.74	3.08	2.40	2.90 <sup>m</sup>	2.62	2.91 <sup>o</sup>	2.55	2.83 <sup>q</sup>	2.74	2.85	2.38	3.01 <sup>u</sup>
Standard deviation	0.86	0.72	0.74	0.80	0.71	0.72	0.71	0.72	0.86	0.76	0.87	0.71	0.73	0.64	0.83	0.74	0.83	0.69	0.85	0.77	0.86	0.75
Standard error	0.11	0.08	0.14	0.12	0.08	0.07	0.10	0.09	0.11	0.09	0.16	0.10	0.10	0.07	0.09	0.08	0.08	0.06	0.11	0.09	0.13	0.10

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 9

**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- I think in most British households men will be largely responsible for managing the finances**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	816 41%	499 51% <sup>b</sup>	318 31%	124 52% <sup>efg</sup>	143 44% <sup>fg</sup>	157 41% <sup>fg</sup>	101 30%	96 32%	196 46% <sup>fg</sup>	249 46% <sup>l</sup>	237 41%	172 41%	159 34%	226 44% <sup>q</sup>	215 41%	192 38%	128 44% <sup>q</sup>	56 32%
Strongly agree	(4) 221 11%	152 15% <sup>b</sup>	69 7%	38 16% <sup>fg</sup>	39 12%	51 13% <sup>f</sup>	26 8%	25 8%	43 10%	67 12% <sup>l</sup>	72 12%	45 11%	38 8%	62 12%	70 13% <sup>o</sup>	42 8%	35 12%	12 7%
Agree	(3) 595 30%	347 35% <sup>b</sup>	248 24%	86 36% <sup>fg</sup>	104 32% <sup>fg</sup>	106 28%	75 22%	71 24%	153 36% <sup>efg</sup>	182 34% <sup>l</sup>	165 28%	127 30%	121 26%	164 32%	145 27%	150 30%	93 32%	43 25%
Disagree	(2) 578 29%	213 22%	366 36% <sup>a</sup>	60 25%	69 21%	114 30% <sup>d</sup>	113 33% <sup>dh</sup>	113 38% <sup>cdeh</sup>	109 26%	146 27%	148 26%	129 31%	154 33% <sup>ij</sup>	121 24%	161 30% <sup>m</sup>	161 32% <sup>m</sup>	77 26%	59 34% <sup>m</sup>
Strongly disagree	(1) 116 6%	23 2%	92 9% <sup>a</sup>	13 6%	23 7%	20 5%	26 8% <sup>h</sup>	18 6%	15 4%	26 5%	33 6%	24 6%	33 7%	29 6%	22 4%	32 6%	21 7%	12 7%
NET: Disagree	694 35%	236 24%	458 45% <sup>a</sup>	74 31%	92 29%	133 35%	140 41% <sup>cdh</sup>	131 44% <sup>cdeh</sup>	124 30%	172 32%	181 31%	154 37%	187 41% <sup>ij</sup>	150 29%	183 35%	194 38% <sup>m</sup>	97 34%	71 41% <sup>m</sup>
Don't know	468 23%	240 24%	228 22%	38 16%	79 25% <sup>c</sup>	88 23%	96 28% <sup>c</sup>	69 23%	97 23%	113 21%	158 27% <sup>i</sup>	90 21%	108 24%	128 25%	127 24%	108 22%	62 21%	43 25%
Not applicable	26 1%	8 1%	18 2%	5 2%	7 2%	3 1%	3 1%	4 1%	4 1%	7 1%	6 1%	5 1%	7 1%	6 1%	5 1%	9 2%	2 1%	4 2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

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Prepared by ComRes - Confidential

**Household Bills Survey**  
**ONLINE Fieldwork : 18th - 20th September 2015**

Absolutes/col percents

Table 9

**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- I think in most British households men will be largely responsible for managing the finances**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Mean	2.61	2.85b	2.38	2.75fg	2.68fg	2.65fg	2.42	2.45	2.70fg	2.69l	2.66l	2.59	2.47	2.69oq	2.66oq	2.52	2.63	2.44
Standard deviation	0.83	0.78	0.81	0.84	0.87	0.85	0.83	0.79	0.76	0.81	0.85	0.82	0.81	0.84	0.83	0.80	0.85	0.80
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.06	0.07

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**  
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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 9

**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- I think in most British households men will be largely responsible for managing the finances**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respos-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respos-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respos-ible of energy bill (w)	Not respons-ible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	816 41%	56 32%	31 34%	95 40%	66 37%	77 42%	49 46%A	86 46%AK	119 47%AK	106 41%	80 44%A	52 33%	598 39%	218 46% <sub>s</sub>	423 52%	75 46%	174 24%	143 46% <sub>w</sub>
Strongly agree	(4) 221 11%	12 7%	5 5%	27 11%	10 6%	22 12%	14 13%	30 16%ABD	36 14%ABD	26 10%	21 11%	17 11%	160 10%	61 13%	132 16%	20 12%	28 4%	41 13% <sub>w</sub>
Agree	(3) 595 30%	43 25%	26 29%	68 29%	56 32%	55 30%	35 33%	56 30%	83 33%K	80 31%	59 32%	34 22%	438 29%	157 33%	292 36%	55 34%	146 21%	102 33% <sub>w</sub>
Disagree	(2) 578 29%	59 34% <sub>H</sub>	27 30% <sub>H</sub>	72 31% <sub>H</sub>	62 35% <sub>H</sub>	62 34% <sub>H</sub>	28 27% <sub>H</sub>	49 26% <sub>H</sub>	40 16%	81 31% <sub>H</sub>	48 26% <sub>H</sub>	50 32% <sub>H</sub>	457 30%	122 26%	164 20%	49 30% <sub>u</sub>	293 41% <sub>x</sub>	73 24%
Strongly disagree	(1) 116 6%	12 7%	7 7%	17 7%	9 5%	10 5%	7 6%	5 3%	18 7%	11 4%	14 8%	6 4%	100 7% <sub>t</sub>	16 3%	17 2%	7 4%	83 12% <sub>x</sub>	9 3%
NET: Disagree	694 35%	71 41% <sub>GH</sub>	34 37% <sub>H</sub>	89 38% <sub>H</sub>	71 40% <sub>H</sub>	72 39% <sub>H</sub>	35 33%	55 29%	58 23%	92 36% <sub>H</sub>	63 34% <sub>H</sub>	56 36% <sub>H</sub>	557 36% <sub>t</sub>	137 29%	180 22%	56 34% <sub>u</sub>	377 53% <sub>x</sub>	82 26%
Don't know	468 23%	43 25%	23 26%	46 19%	39 22%	34 18%	23 21%	46 24%	72 29% <sub>CE</sub>	55 22%	39 21%	48 31% <sub>CE</sub>	365 24%	103 22%	208 25%	31 19%	156 22%	72 23%
Not applicable	26 1%	4 2%	2 3%	6 3%	1 *	2 1%	- -	1 1%	2 1%	3 1%	2 1%	1 *	14 1%	12 2% <sub>s</sub>	8 1%	- -	6 1%	12 4% <sub>w</sub>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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**Prepared by ComRes - Confidential**



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 9

**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- I think in most British households men will be largely responsible for managing the finances**  
**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Mean	2.61	2.44	2.45	2.57	2.50	2.60	2.67	2.79ABC D	2.77ABC D	2.61	2.61	2.58	2.57	2.74s	2.89v	2.68	2.22	2.78w
Standard deviation	0.83	0.80	0.78	0.85	0.73	0.82	0.85	0.83	0.89	0.78	0.86	0.83	0.83	0.79	0.77	0.80	0.76	0.79
Standard error	0.02	0.07	0.09	0.06	0.07	0.07	0.10	0.07	0.07	0.05	0.07	0.08	0.02	0.04	0.03	0.08	0.03	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 9

**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- I think in most British households men will be largely responsible for managing the finances**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	32 34%	24 30%	17 42%	14 28%	57 60%f	37 27%	35 45%	31 31%	50 50%j	27 32%	29 59%	20 35%	56 65%n	30 30%	70 54%	49 41%	68 54%r	38 29%	52 53%t	28 33%	32 39%	19 27%
Strongly agree	(4) 7 8%	5 6%	2 5%	3 5%	18 19%f	9 6%	4 5%	6 7%	18 18%j	4 5%	8 16%	6 11%	24 27%n	7 7%	24 18%	13 10%	20 16%r	6 5%	17 17%t	4 4%	11 13%	6 8%
Agree	(3) 24 26%	19 23%	15 36%	11 23%	39 42%f	29 20%	31 40%	25 25%	32 32%	23 27%	21 43%	13 23%	32 38%	23 23%	47 36%	37 30%	49 38%r	32 24%	35 35%	24 29%	21 26%	13 18%
Disagree	(2) 28 30%	31 38%	8 18%	20 39%	22 23%	50 35%	25 32%	37 38%	23 23%	39 46%i	10 20%	18 32%	14 16%	35 35%m	17 13%	23 19%	29 23%	52 40%q	20 21%	28 33%	16 20%	33 46%u
Strongly disagree	(1) 5 5%	7 9%	1 3%	5 11%	- -	17 12%e	1 2%	7 7%	3 3%	7 8%	- -	7 12%	1 1%	4 4%	2 2%	16 13%o	3 2%	8 6%	3 3%	11 13% s	3 4%	3 4%
NET: Disagree	33 36%	38 47%	9 21%	25 50%c	22 23%	67 47%e	26 34%	45 45%	26 26%	46 54%l	10 20%	25 44%	15 17%	40 39%m	20 15%	38 32%o	32 25%	60 46%q	23 24%	39 46% s	20 24%	36 50% u
Don't know	26 28%	17 21%	13 32%	10 21%	14 15%	31 22%	17 21%	23 23%	23 23%	11 13%	10 21%	12 21%	15 18%	30 30%	41 31%	31 26%	25 20%	30 23%	23 24%	16 19%	31 37%	17 23%
Not applicable	3 3%	2 2%	2 5%	* 1%	1 1%	5 4%	- -	1 1%	1 1%	1 1%	- -	- -	- -	1 1%	- -	2 2%	1 1%	2 2%	- -	2 2%	- -	1 1%
Mean	2.52	2.36	2.69	2.28	2.95f	2.28	2.62	2.40	2.85j	2.33	2.94	2.44	3.11n	2.47	3.02p	2.53	2.86r	2.37	2.88t	2.30	2.77v	2.41
Standard deviation	0.80	0.80	0.71	0.80	0.71	0.84	0.64	0.78	0.83	0.73	0.68	0.93	0.77	0.76	0.75	0.95	0.76	0.73	0.81	0.82	0.86	0.76
Standard error	0.10	0.09	0.14	0.12	0.08	0.08	0.09	0.09	0.10	0.08	0.13	0.13	0.10	0.08	0.08	0.10	0.07	0.07	0.10	0.10	0.13	0.10

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 10

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- I have a good eye for a bargain**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	1767 88%	841 86%	926 91%a	199 83%	278 87%	339 89%	312 92%ch	278 92%cdh	362 86%	482 89%	504 87%	379 90%	402 87%	438 86%	474 90%	449 89%	253 88%	153 88%
Strongly agree	(4) 40%	799 33%	476 47%a	95 40%	137 43%h	156 41%h	161 47%gh	113 38%	137 33%	205 38%	224 38%	173 41%	198 43%	199 39%	228 43%	208 41%	101 35%	63 36%
Agree	(3) 48%	968 53%b	450 44%	103 43%	141 44%	183 48%	151 44%	165 55%cdf	225 53%cdf	278 51%l	280 48%	207 49%	203 44%	240 47%	245 46%	241 48%	152 53%	90 52%
Disagree	(2) 4%	82 5%	37 4%	14 6%	11 3%	13 3%	11 3%	11 4%	21 5%	26 5%	24 4%	11 3%	20 4%	23 4%	19 4%	21 4%	11 4%	7 4%
Strongly disagree	(1) 1%	11 1%	3 *	2 1%	2 1%	3 1%	2 *	1 *	1 *	4 1%	4 1%	1 *	2 *	4 1%	3 1%	1 *	1 *	2 1%
NET: Disagree	93 5%	53 5%	40 4%	16 7%	13 4%	16 4%	13 4%	12 4%	22 5%	30 6%	28 5%	13 3%	22 5%	27 5%	22 4%	22 4%	12 4%	9 5%
Don't know	123 6%	74 8%b	49 5%	23 10%fg	22 7%g	23 6%g	14 4%	7 2%	34 8%fg	27 5%	40 7%	23 6%	33 7%	33 7%	31 6%	29 6%	20 7%	10 6%
Not applicable	21 1%	14 1%	7 1%	2 1%	8 2%	3 1%	2 *	4 1%	3 1%	3 *	9 2%	5 1%	5 1%	11 2%no	2 *	2 *	4 1%	2 1%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Household Bills Survey**  
**ONLINE Fieldwork : 18th - 20th September 2015**

Absolutes/col percents

Table 10  
**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- I have a good eye for a bargain**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Mean	3.37	3.29	3.45a	3.36	3.42h	3.38	3.45gh	3.35	3.30	3.33	3.36	3.40	3.41	3.36	3.41	3.39	3.33	3.32
Standard deviation	0.60	0.60	0.58	0.65	0.61	0.61	0.59	0.57	0.58	0.61	0.61	0.57	0.60	0.62	0.60	0.58	0.58	0.62
Standard error	0.01	0.02	0.02	0.05	0.04	0.03	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 10  
**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- I have a good eye for a bargain**  
**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respos	Not	Respos	Not	Respos	Not
													ible of energy bill (s)	respons ible of energy bill (t)	ible of energy bill (u)	respons ible of energy bill (v)	ible of energy bill (w)	respons ible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	1767 88%	153 88%	83 91%	212 90%	155 87%	162 87%	93 87%	174 93%	217 86%	222 86%	161 88%	138 88%	1367 89%t	400 85%	711 87%	130 80%	655 92%	271 88%
Strongly agree	(4) 799 40%	63 36%	42 46%	98 42%	68 38%	69 37%	39 36%	89 47% HJ	91 36%	107 42%	63 34%	70 45%	644 42%t	155 33%	288 35%v	35 22%	356 50% x	120 39%
Agree	(3) 968 48%	90 52%	41 45%	113 48%	87 49%	93 50%	54 51%	85 45%	125 50%	114 45%	98 54%	67 43%	723 47%	245 52%	423 52%	95 58%	299 42%	151 49%
Disagree	(2) 82 4%	7 4%	6 6%	7 3%	9 5%	10 5%	6 6%	4 2%	10 4%	12 5%	5 3%	6 4%	61 4%	21 4%	38 5%	7 4%	23 3%	14 5%
Strongly disagree	(1) 11 1%	2 1%	- -	- -	1 *	2 1%	- -	- -	3 1%	1 *	1 1%	2 1%	4 *	7 1% s	3 *	5 3% u	1 *	2 1%
NET: Disagree	93 5%	9 5%	6 6%	7 3%	10 6%	11 6%	6 6%	4 2%	13 5%	13 7%	6 7%	8 6%	65 4%	28 6%	42 5%	12 7%	23 3%	16 5%
Don't know	123 6%	10 6%	2 2%	15 6%	12 7%	12 6%	6 6%	10 5%	14 6%	19 7%	14 7%	9 6%	85 6%	37 8%	53 6%	21 13% u	32 5%	17 5%
Not applicable	21 1%	2 1%	- -	2 1%	- -	- -	1 1%	* *	8 3% DE	4 1%	2 1%	2 1%	16 1%	5 1%	14 2%	- -	2 *	5 2% w

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 10

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- I have a good eye for a bargain**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respons ible of energy bill (s)	Not respons ible of energy bill (t)	Respons ible of energy bill (u)	Not respons ible of energy bill (v)	Respons ible of energy bill (w)	Not respons ible of energy bill (x)
	Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713
Mean	3.37	3.32	3.41	3.42	3.35	3.32	3.33	3.48AEH J	3.33	3.40	3.33	3.42	3.40t	3.28	3.32v	3.13	3.49x	3.36
Standard deviation	0.60	0.62	0.61	0.55	0.61	0.62	0.59	0.54	0.63	0.61	0.57	0.63	0.59	0.63	0.59	0.65	0.57	0.61
Standard error	0.01	0.05	0.06	0.04	0.05	0.05	0.06	0.04	0.04	0.04	0.05	0.05	0.02	0.03	0.02	0.06	0.02	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 10

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- I have a good eye for a bargain**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids		
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)	
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82	
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*	
NET: Agree	81	72	38	45	82	129	69	86	84	78	37	55	81	93	107	109	105	117	84	76	73	65	
	86%	90%	92%	91%	87%	92%	88%	87%	84%	91%	75%	98%	94%	92%	82%	90%	83%	89%	86%	90%	88%	89%	
Strongly agree	(4)	30	33	17	25	29	70	24	44	30	39	17	22	38	51	38	53	47	60	25	38	29	42
		32%	41%	41%	51%	31%	49%e	31%	45%	30%	46%	35%	38%	44%	51%	29%	44%o	37%	46%	25%	45% <sub>s</sub>	34%	57% <sub>u</sub>
Agree	(3)	51	40	21	20	53	60	45	42	54	39	20	34	43	42	69	56	58	56	59	39	44	23
		54%	49%	51%	40%	57%	42%	57%	42%	54%	46%	41%	60%	50%	41%	53%	47%	46%	43%	60%	46%	53% <sub>v</sub>	32%
Disagree	(2)	4	3	2	4	3	3	7	2	6	4	6	-	1	3	4	6	8	5	3	2	2	4
		5%	4%	4%	8%	3%	2%	8%	2%	5%	5%	12%	-	1%	3%	3%	5%	6%	3%	3%	2%	2%	6%
Strongly disagree	(1)	2	-	-	-	-	-	-	1	2	-	-	-	-	-	2	1	1	-	1	-	1	1
		2%	-	-	-	-	-	-	1%	2%	-	-	-	-	-	1%	1%	1%	-	1%	-	1%	1%
NET: Disagree		7	3	2	4	3	3	7	3	7	4	6	-	1	3	6	8	9	5	4	2	3	5
		7%	4%	4%	8%	3%	2%	8%	3%	7%	5%	12%	-	1%	3%	4%	6%	7%	3%	4%	2%	3%	7%
Don't know		5	5	2	*	8	7	3	10	9	3	5	1	4	6	11	4	13	6	9	5	6	3
		5%	6%	4%	1%	9%	5%	4%	10%	9%	4%	10%	2%	5%	5%	8%	3%	10%	4%	9%	6%	7%	4%
Not applicable		2	-	-	-	1	2	-	-	-	-	1	-	-	*	7	1	-	4	1	1	2	-
		2%	-	-	-	1%	1%	-	-	-	-	3%	-	-	*	5% <sub>p</sub>	*	-	3%	1%	1%	2%	-
Mean		3.25	3.40	3.38	3.44	3.30	3.50 <sub>e</sub>	3.23	3.45	3.23	3.42	3.26	3.39	3.45	3.51	3.28	3.37	3.33	3.46	3.22	3.45 <sub>s</sub>	3.33	3.52
Standard deviation		0.66	0.56	0.58	0.65	0.54	0.55	0.60	0.60	0.64	0.59	0.69	0.49	0.52	0.56	0.60	0.65	0.64	0.57	0.57	0.55	0.59	0.66
Standard error		0.07	0.06	0.09	0.09	0.06	0.05	0.08	0.06	0.07	0.06	0.12	0.06	0.06	0.05	0.06	0.06	0.05	0.07	0.06	0.07	0.07	0.07

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 11

**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- I don't spend much time researching different tariffs and options when choosing my energy supplier**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	790 39%	420 43%b	369 36%	114 47%de	117 37%	127 33%	131 38%	117 39%	184 44%e	171 32%	226 39%i	167 40%i	225 49%ijk	214 42%	199 38%	197 39%	120 42%	60 34%
Strongly agree	(4) 219 11%	131 13%b	89 9%	40 17%e	35 11%	30 8%	34 10%	34 11%	45 11%	43 8%	74 13%ik	32 8%	70 15%ik	47 9%	57 11%	51 10%	36 13%	27 16%m
Agree	(3) 570 28%	289 29%	281 27%	74 31%	82 26%	97 26%	96 28%	82 27%	139 33%e	128 24%	152 26%	135 32%i	155 34%ij	166 33%q	142 27%	146 29%q	84 29%q	32 19%
Disagree	(2) 657 33%	304 31%	353 35%	55 23%	93 29%	144 38%cd	117 34%c	117 39%cd	132 31%	184 34%	196 34%	139 33%	138 30%	147 29%	185 35%	165 33%	100 35%	60 35%
Strongly disagree	(1) 356 18%	176 18%	180 18%	20 8%	64 20%c	77 20%c	68 20%c	50 17%c	78 19%c	133 25%ijkl	104 18%	58 14%	62 13%	89 17%	96 18%	89 18%	48 17%	34 20%
NET: Disagree	1014 51%	480 49%	534 52%	75 31%	156 49%c	221 58%cdh	185 54%c	167 56%c	210 50%c	317 59%ijkl	300 52%l	197 47%	200 43%	235 46%	281 53%	255 51%	149 51%	95 54%
Don't know	79 4%	39 4%	39 4%	18 7%gh	16 5%g	20 5%gh	12 4%	3 1%	10 2%	17 3%	22 4%	25 6%	15 3%	27 5%	17 3%	20 4%	9 3%	5 3%
Not applicable	122 6%	42 4%	79 8%a	34 14%efgh	32 10%efgh	13 3%	13 4%	13 4%	17 4%	35 7%	33 6%	32 8%	21 5%	33 6%	32 6%	31 6%	11 4%	15 9%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential



**Household Bills Survey**  
**ONLINE Fieldwork : 18th - 20th September 2015**

Absolutes/col percents

Table 11

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- I don't spend much time researching different tariffs and options when choosing my energy supplier**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Mean	2.36	2.42b	2.31	2.71 <sup>def</sup> gh	2.33	2.23	2.31	2.36	2.38e	2.17	2.37i	2.39i	2.55ijk	2.38	2.34	2.35	2.40	2.34
Standard deviation	0.93	0.96	0.90	0.92	0.97	0.89	0.93	0.91	0.93	0.93	0.95	0.86	0.93	0.92	0.93	0.92	0.94	1.01
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.04	0.04	0.04	0.06	0.08

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 11

**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- I don't spend much time researching different tariffs and options when choosing my energy supplier**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
	Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	790 39%	60 34%	39 43%	88 38%	70 39%	72 39%	50 47%	69 37%	109 43%	104 41%	71 39%	57 37%	596 39%	194 41%	338 41%	82 51%	258 36%	112 36%
Strongly agree	(4) 219 11%	27 16% DI	10 11%	30 13%	12 7%	25 14%	19 18% DGI	17 9%	27 11%	20 8%	17 9%	15 10%	157 10%	63 13%	100 12%	31 19% u	57 8%	31 10%
Agree	(3) 570 28%	32 19%	29 32% A	58 25%	58 33% A	47 25%	30 29%	53 28%	82 33% A	84 33% A	53 29% A	42 27%	439 29%	131 28%	239 29%	51 31%	201 28%	80 26%
Disagree	(2) 657 33%	60 35%	25 28%	78 33%	62 35%	70 38%	40 37%	67 36%	74 29%	73 28%	61 33%	48 31%	543 35% t	115 24%	279 34% v	26 16%	264 37% x	89 29%
Strongly disagree	(1) 356 18%	34 20%	20 22%	40 17%	30 17%	24 13%	15 15%	40 21%	41 16%	48 19%	33 18%	32 20%	320 21% t	37 8%	162 20% v	14 8%	158 22% x	23 7%
NET: Disagree	1014 51%	95 54%	45 50%	117 50%	92 52%	94 51%	55 52%	107 57% H	115 46%	120 47%	94 51%	80 51%	863 56% t	151 32%	441 54% v	39 24%	422 59% x	112 36%
Don't know	79 4%	5 3%	2 2%	12 5% F	7 4%	7 4%	- -	4 2%	17 7% FG	10 4%	9 5%	6 4%	52 3%	27 6% s	26 3%	14 9% u	26 4%	13 4%
Not applicable	122 6%	15 9% F	5 5%	18 8%	8 5%	11 6%	2 2%	8 4%	11 4%	22 9% F	9 5%	13 8%	23 2%	99 21% s	15 2%	27 17% u	8 1%	72 23% w

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 11

**Q4. How much, if at all, do you agree or disagree with the following statements?**

**- I don't spend much time researching different tariffs and options when choosing my energy supplier**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respons ible of energy bill (s)	Not respons ible of energy bill (t)	Respons ible of energy bill (u)	Not respons ible of energy bill (v)	Respons ible of energy bill (w)	Not respons ible of energy bill (x)
	Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713
Mean	2.36	2.34	2.34	2.38	2.32	2.44	2.51	2.26	2.43	2.34	2.33	2.30	2.30	2.64s	2.35	2.82u	2.23	2.54w
Standard deviation	0.93	1.01	0.97	0.96	0.86	0.92	0.96	0.92	0.93	0.91	0.92	0.95	0.93	0.90	0.95	0.95	0.90	0.86
Standard error	0.02	0.08	0.10	0.06	0.07	0.07	0.10	0.07	0.06	0.06	0.07	0.08	0.02	0.05	0.04	0.09	0.03	0.06

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 11

**Q4. How much, if at all, do you agree or disagree with the following statements?**  
**- I don't spend much time researching different tariffs and options when choosing my energy supplier**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	34 36%	26 32%	19 47%	20 40%	39 42%	49 35%	27 34%	43 43%	42 42%	30 35%	26 53%	23 41%	34 39%	36 35%	65 49%	45 37%	60 47%	45 34%	42 43%	28 33%	32 39%	25 35%
Strongly agree	(4) 16 17%	11 14%	4 10%	6 11%	16 17%	14 10%	2 3%	10 10%	17 17%	8 10%	15 30%	4 8%	13 15% <sub>n</sub>	4 4%	14 11%	13 10%	14 11%	6 5%	10 10%	7 8%	11 13%	5 6%
Agree	(3) 18 19%	14 18%	15 37%	14 28%	24 25%	35 25%	24 31%	33 34%	26 25%	22 25%	12 23%	19 33%	21 24%	32 31%	50 38%	32 26%	46 36%	39 29%	32 33%	21 25%	21 26%	21 28%
Disagree	(2) 34 37%	26 33%	9 23%	16 32%	31 33%	47 33%	34 44%	28 28%	34 34%	36 43%	17 35%	22 40%	29 34%	38 37%	35 27%	39 32%	27 22%	45 35% <sub>q</sub>	28 29%	32 38%	25 30%	23 32%
Strongly disagree	(1) 18 19%	16 20%	10 25%	10 20%	17 18%	22 16%	12 15%	18 18%	11 11%	13 15%	6 11%	10 17%	21 24%	19 19%	20 15%	21 18%	26 20%	22 17%	20 20%	14 16%	16 20%	16 21%
NET: Disagree	52 56%	42 53%	19 47%	26 52%	48 51%	69 49%	46 59%	46 46%	45 45%	49 58%	23 46%	32 57%	50 58%	57 56%	55 42%	60 49%	53 42%	67 52%	48 49%	46 54%	41 49%	39 53%
Don't know	3 3%	2 3%	1 3%	1 1%	5 5%	7 5%	1 2%	6 6%	6 6%	2 2%	- -	- -	- -	4 4%	6 5%	11 9%	7 5%	3 2%	6 6%	3 4%	5 6%	1 1%
Not applicable	5 5%	10 12%	1 3%	3 7%	3 3%	16 11% <sub>e</sub>	4 5%	4 4%	7 7%	4 5%	1 1%	1 2%	3 3%	5 5%	5 4%	5 4%	7 6%	15 12%	2 2%	7 9%	4 5%	8 11%
Mean	2.37	2.30	2.34	2.34	2.43	2.35	2.23	2.39	2.55	2.33	2.72	2.32	2.31	2.22	2.50	2.35	2.42	2.26	2.36	2.29	2.36	2.23
Standard deviation	1.01	1.02	0.99	0.96	1.00	0.92	0.76	0.93	0.95	0.87	1.03	0.86	1.01	0.82	0.91	0.94	0.98	0.84	0.95	0.88	0.99	0.91
Standard error	0.11	0.11	0.16	0.13	0.11	0.08	0.10	0.10	0.11	0.09	0.17	0.11	0.12	0.08	0.09	0.09	0.09	0.07	0.11	0.10	0.12	0.10

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 12  
**Q5. Thinking about the most recent energy bill you received, which, if any of the following did you do?**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Checked the bill against the meter reading	574 29%	281 29%	292 29%	42 17%	75 24%	108 28% <sup>c</sup>	104 31% <sup>c</sup>	89 30% <sup>c</sup>	155 37% <sup>cde</sup>	190 35% <sup>ijkl</sup>	160 28%	113 27%	110 24%	153 30%	137 26%	145 29%	92 32%	47 27%
Did not pay much attention to the bill - it is paid by direct debit	522 26%	289 29% <sup>b</sup>	234 23%	50 21%	62 19%	111 29% <sup>d</sup>	79 23%	77 26%	143 34% <sup>cdfg</sup>	153 28% <sup>k</sup>	154 26%	90 21%	125 27%	133 26%	153 29%	126 25%	67 23%	44 25%
Thought about ways to reduce the next bill	369 18%	163 17%	206 20%	45 19%	76 24% <sup>g</sup>	69 18%	64 19%	41 14%	73 17%	103 19%	109 19%	80 19%	77 17%	83 16%	102 19%	109 22%	46 16%	29 17%
Considered switching energy supplier or tariff	218 11%	122 12%	96 9%	25 10%	46 14% <sup>gh</sup>	54 14% <sup>gh</sup>	38 11%	25 8%	31 7%	74 14% <sup>jl</sup>	56 10%	49 12%	39 8%	66 13% <sup>q</sup>	53 10%	51 10%	37 13%	11 7%
Researched switching energy supplier or tariff	202 10%	105 11%	97 9%	24 10%	43 13% <sup>gh</sup>	50 13% <sup>gh</sup>	30 9%	22 7%	33 8%	75 14% <sup>ijkl</sup>	54 9%	36 9%	37 8%	63 12%	53 10%	49 10%	22 8%	15 9%
Changed tariff with current supplier	140 7%	77 8%	63 6%	16 7%	37 11% <sup>fgh</sup>	29 8%	20 6%	14 5%	24 6%	45 8%	45 8%	24 6%	25 5%	43 8%	35 7%	30 6%	23 8%	8 5%
Switched energy supplier or tariff	132 7%	71 7%	61 6%	15 6%	32 10% <sup>h</sup>	27 7%	20 6%	17 6%	20 5%	47 9% <sup>l</sup>	42 7%	21 5%	21 5%	45 9% <sup>op</sup>	40 7%	27 5%	11 4%	9 5%
None of the above	515 26%	233 24%	282 28%	102 43% <sup>defg</sup>	86 27% <sup>h</sup>	77 20%	93 27% <sup>eh</sup>	83 28% <sup>eh</sup>	75 18%	97 18%	145 25% <sup>i</sup>	128 30% <sup>i</sup>	145 31% <sup>ij</sup>	121 24%	132 25%	142 28%	70 24%	50 29%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

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Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 12  
**Q5. Thinking about the most recent energy bill you received, which, if any of the following did you do?**  
**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Checked the bill against the meter reading	574 29%	47 27%	25 27%	71 30%	49 27%	50 27%	29 27%	41 22%	72 28%	81 31%G	64 35%G	46 30%	493 32%t	81 17%	251 31%v	30 19%	242 34%x	51 16%
Did not pay much attention to the bill - it is paid by direct debit	522 26%	44 25%	16 17%	56 24%	54 30%B	52 28%	27 25%	64 34%BCJ	68 27%	65 25%	40 22%	37 24%	413 27%	110 23%	251 31%	38 23%	162 23%	72 23%
Thought about ways to reduce the next bill	369 18%	29 17%	20 22%	51 21%	38 22%	42 23%	19 18%	28 15%	41 16%	42 16%	27 15%	32 20%	302 20%t	67 14%	143 17%	20 12%	159 22%x	47 15%
Considered switching energy supplier or tariff	218 11%	11 7%	7 7%	22 9%	22 13%	20 11%	14 14%	18 9%	35 14%A	31 12%	22 12%	15 10%	188 12%t	30 6%	107 13%	15 9%	81 11%x	15 5%
Researched switching energy supplier or tariff	202 10%	15 9%	6 7%	22 9%	21 12%	25 14%J	11 10%	16 9%	29 11%	35 13%J	11 6%	11 7%	169 11%t	34 7%	90 11%	15 9%	78 11%x	19 6%
Changed tariff with current supplier	140 7%	8 5%	12 14%ACD	9 4%	9 5%	11 6%	11 11%C	15 8%	23 9%C	20 8%	12 7%	9 6%	111 7%	29 6%	64 8%	13 8%	47 7%	16 5%
Switched energy supplier or tariff	132 7%	9 5%	7 7%	12 5%	9 5%	15 8%	2 2%	8 4%	29 12%ACDFG	16 6%	9 5%	17 11%F	111 7%	21 4%	65 8%	6 3%	46 6%	15 5%
None of the above	515 26%	50 29%	31 35%H	66 28%	44 25%	48 26%	26 24%	50 27%	56 22%	66 26%	44 24%	34 22%	304 20%	211 45%s	165 20%	68 42%u	139 19%	143 46%w

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 12  
**Q5. Thinking about the most recent energy bill you received, which, if any of the following did you do?**  
**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
Checked the bill against the meter reading	28 30%	19 23%	10 25%	15 29%	32 34%	39 28%	19 25%	29 30%	26 26%	24 28%	14 27%	15 27%	12 14%	29 28% <sup>m</sup>	41 31%	31 26%	38 30%	43 33%	35 36%	28 34%	25 31%	21 28%
Did not pay much attention to the bill - it is paid by direct debit	26 28%	18 23%	10 26%	5 11%	26 27%	31 22%	24 31%	29 30%	31 31%	21 24%	16 32%	11 19%	36 42%	28 27%	40 30%	28 23%	41 32% <sup>r</sup>	24 18%	20 20%	20 24%	18 22%	19 26%
Thought about ways to reduce the next bill	15 16%	14 17%	5 13%	14 28%	17 18%	33 24%	10 13%	28 29% <sup>g</sup>	25 25%	16 19%	8 16%	11 19%	14 16%	14 14%	25 19%	16 13%	19 15%	23 18%	13 13%	14 17%	10 11%	22 31% <sup>u</sup>
Researched switching energy supplier or tariff	5 6%	10 12%	2 6%	4 8%	11 11%	11 8%	10 12%	11 11%	17 17%	8 10%	6 12%	5 9%	5 5%	12 12%	17 13%	12 9%	19 15%	15 12%	6 6%	5 6%	7 9%	4 6%
Considered switching energy supplier or tariff	5 5%	7 8%	4 9%	3 6%	8 8%	14 10%	12 15%	10 10%	12 12%	8 9%	9 19%	5 9%	9 10%	9 9%	24 18%	11 9%	16 13%	15 12%	16 16%	6 7%	7 9%	8 11%
Switched energy supplier or tariff	4 5%	5 6%	3 7%	4 7%	5 5%	6 5%	7 9%	2 2%	9 9%	5 6%	1 2%	1 1%	1 2%	7 7%	16 12%	13 11%	9 7%	7 6%	6 6%	3 4%	9 11%	8 11%
Changed tariff with current supplier	2 2%	6 7%	6 14%	6 13%	1 1%	8 6%	7 8%	2 3%	6 6%	5 6%	7 14%	4 8%	7 8%	8 8%	16 12%	7 6%	11 9%	9 7%	8 8%	4 5%	6 8%	3 4%
None of the above	30 32%	20 25%	12 28%	20 40%	24 26%	42 30%	17 21%	27 28%	27 27%	21 24%	8 16%	18 32%	19 23%	31 31%	25 19%	31 26%	25 20%	41 31% <sup>q</sup>	25 26%	19 22%	21 26%	12 17%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 13

**Q6. How much do you think your household could save per year on your energy bill if you switched supplier? Please give your answer to the nearest £.**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Nothing	163 8%	100 10% <sup>b</sup>	63 6%	4 2%	11 3%	16 4%	33 10% <sup>cde</sup>	36 12% <sup>cde</sup>	62 15% <sup>cde</sup>	54 10% <sup>j</sup>	35 6%	25 6%	49 11% <sup>jk</sup>	44 9%	43 8%	41 8%	22 8%	13 8%
1-10	55 3%	33 3%	22 2%	5 2%	6 2%	11 3%	8 2%	3 1%	23 5% <sup>dg</sup>	12 2%	21 4%	10 2%	12 3%	11 2%	13 2%	15 3%	11 4%	6 3%
11-20	41 2%	21 2%	20 2%	2 1%	9 3%	9 2%	6 2%	6 2%	9 2%	20 4% <sup>j</sup>	7 1%	6 1%	8 2%	14 3%	8 2%	8 2%	5 2%	5 3%
21-30	44 2%	24 2%	20 2%	3 1%	6 2%	8 2%	6 2%	7 2%	15 4%	14 3%	12 2%	11 3%	7 2%	10 2%	12 2%	9 2%	10 3%	4 2%
31-40	25 1%	15 2%	10 1%	3 1%	4 1%	6 2%	2 1%	4 1%	6 1%	10 2%	7 1%	4 1%	5 1%	9 2%	7 1%	5 1%	3 1%	1 1%
41-50	97 5%	55 6%	42 4%	9 4%	17 5%	22 6%	13 4%	8 3%	29 7% <sup>g</sup>	35 6% <sup>kl</sup>	39 7% <sup>kl</sup>	8 2%	16 3%	26 5%	28 5%	21 4%	16 6%	6 3%
51-60	11 1%	6 1%	5 *	- -	1 *	2 1%	2 1%	2 1%	4 1%	3 1%	5 1%	- -	3 1%	1 *	4 1%	3 1%	1 *	2 1%
61-70	6 *	3 *	3 *	- -	- -	3 1%	2 1%	1 *	1 *	- -	4 1%	1 *	1 *	2 *	2 *	- -	2 1%	1 *
71-80	17 1%	8 1%	8 1%	3 1%	- -	6 1%	1 *	3 1%	4 1%	5 1%	7 1%	- -	6 1%	4 1%	6 1%	5 1%	1 *	1 1%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 13

**Q6. How much do you think your household could save per year on your energy bill if you switched supplier? Please give your answer to the nearest £.**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
81-90	5*	3*	2*	1*	-	2 1%	* *	1*	1*	1*	2*	1*	1*	3*	-	1*	-	2 1% <sup>n</sup>
91-100	88 4%	47 5%	41 4%	14 6%	18 6%	13 3%	13 4%	11 4%	19 5%	33 6% <sup>l</sup>	27 5%	15 3%	14 3%	22 4%	27 5%	22 4%	9 3%	8 5%
101-200	122 6%	58 6%	64 6%	8 3%	37 11% <sup>cefh</sup>	24 6%	14 4%	26 9% <sup>cfh</sup>	13 3%	42 8% <sup>l</sup>	38 7%	22 5%	19 4%	35 7%	30 6%	32 6%	17 6%	8 5%
201-300	27 1%	18 2%	9 1%	-	4 1%	7 2%	6 2%	7 2%	4 1%	10 2%	8 1%	6 2%	3 1%	8 2%	6 1%	10 2%	2 1%	2 1%
301+	45 2%	28 3%	18 2%	13 6% <sup>gh</sup>	12 4% <sup>gh</sup>	10 3% <sup>gh</sup>	7 2% <sup>gh</sup>	1*	2*	16 3%	11 2%	10 2%	8 2%	11 2%	10 2%	14 3%	7 2%	4 2%
Don't know	1256 63%	562 57%	694 68% <sup>a</sup>	175 73% <sup>dgh</sup>	196 61%	243 64% <sup>h</sup>	227 67% <sup>h</sup>	186 62%	229 54%	288 53%	357 61% <sup>i</sup>	302 72% <sup>ij</sup>	309 67% <sup>i</sup>	310 61%	335 63%	318 63%	183 63%	111 64%
Mean (Excl. responses over 1000)	83.12	76.91	90.91	108.55 <sup>h</sup>	125.57 <sup>egh</sup>	85.46 <sup>h</sup>	89.31 <sup>h</sup>	76.91 <sup>h</sup>	47.50	84.84	83.75	92.26	72.19	77.45	80.21	90.62	87.75	79.93
Standard deviation	116.54	108.12	126.03	141.32	162.11	92.03	141.30	84.95	70.87	113.41	102.13	109.60	144.38	90.65	123.53	114.30	129.90	148.03
Standard error	4.26	5.57	6.55	19.79	15.97	7.92	12.07	7.89	4.95	6.28	7.37	11.55	12.25	6.33	8.73	8.52	12.93	18.95
Median (Excl. responses over 1000)	49	49	48	78	75	47	41	43	24	47	47	42	27	47	44	48	41	49

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 13

**Q6. How much do you think your household could save per year on your energy bill if you switched supplier? Please give your answer to the nearest £.**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respons ible of energy bill (s)	Not respons ible of energy bill (t)	Respons ible of energy bill (u)	Not respons ible of energy bill (v)	Respons ible of energy bill (w)	Not respons ible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Nothing	163 8%	13 8%	10 11%	14 6%	17 9%	11 6%	8 8%	17 9%	18 7%	26 10%	14 8%	15 9%	152 10%t	11 2%	100 12%v	* *	52 7%x	10 3%
1-10	55 3%	6 3%	4 4%	8 3%	3 2%	4 2%	4 4%	4 2%	4 1%	8 3%	7 4%	5 3%	47 3%	9 2%	27 3%	6 4%	20 3%	2 1%
11-20	41 2%	5 3%	* *	4 2%	3 2%	3 2%	3 3%	4 2%	6 2%	8 3%	3 1%	1 *	36 2%	4 1%	20 2%	1 1%	16 2%	4 1%
21-30	44 2%	4 2%	1 1%	7 3%	1 1%	5 2%	2 2%	2 1%	3 1%	7 3%	7 4%	5 3%	38 2%	6 1%	22 3%	1 1%	16 2%	5 2%
31-40	25 1%	1 1%	1 1%	1 *	3 2%	5 3%	3 2%	1 1%	2 1%	7 3%	1 *	1 1%	19 1%	6 1%	14 2%	1 1%	5 1%	5 2%
41-50	97 5%	6 3%	7 7%CG	5 2%	9 5%	16 9%CG	5 5%	4 2%	13 5%	13 5%	11 6%	8 5%	85 6%t	11 2%	50 6%	6 3%	36 5%x	6 2%
51-60	11 1%	2 1%	- -	2 1%	1 *	1 1%	- -	3 2%	1 *	* *	1 1%	- -	10 1%	1 *	5 1%	1 1%	5 1%	- -
61-70	6 *	1 *	- -	- -	- -	- -	1 *	2 1%	2 1%	- -	1 1%	- -	6 *	- -	3 *	- -	3 *	- -
71-80	17 1%	1 1%	- -	3 1%	1 1%	2 1%	1 1%	2 1%	2 1%	2 1%	- -	2 1%	13 1%	4 1%	6 1%	2 1%	6 1%	2 1%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 13

**Q6. How much do you think your household could save per year on your energy bill if you switched supplier? Please give your answer to the nearest £.**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
81-90	5 *	2 1%	- -	1 *	- -	- -	- -	- -	3 1%	- -	- -	- -	5 *	* *	3 *	* *	2 *	- -
91-100	88 4%	8 5%	5 6%	9 4%	8 4%	8 4%	3 3%	13 7%	13 5%	9 4%	6 3%	5 3%	75 5%	13 3%	40 5%	7 4%	35 5%	6 2%
101-200	122 6%	8 5%	4 4%	18 7%	10 6%	10 6%	10 9%G	5 3%	24 9%GI	11 4%	7 4%	14 9%G	105 7%t	17 4%	54 7%	3 2%	51 7%	13 4%
201-300	27 1%	2 1%	2 2%	2 1%	5 3%	2 1%	- -	* *	4 2%	4 1%	2 1%	4 2%	22 1%	6 1%	16 2%	2 1%	6 1%	3 1%
301+	45 2%	4 2%	1 1%	5 2%	8 5%GI	8 4%G	2 1%	1 *	8 3%	3 1%	5 3%	2 1%	28 2%	17 4% s	16 2%	11 7% u	12 2%	6 2%
Don't know	1256 63%	111 64%	55 60%	157 67%	107 60%	111 60%	64 61%	129 69%	149 59%	161 63%	118 65%	94 61%	892 58%	365 77% s	443 54%	119 73% u	449 63%	245 80% w
Mean (Excl. responses over 1000)	83.12	79.93	79.92	94.98	91.32G	99.12	80.58	58.49	91.26G	63.38	92.41	79.67	78.55	113.20s	70.20	144.02	90.18	94.13
Standard deviation	116.54	148.03	115.64	126.32	98.94	176.10	105.84	65.36	93.79	85.55	144.00	86.59	110.38	148.14	92.07	199.79	131.03	101.73
Standard error	4.26	18.95	18.52	14.04	12.77	21.36	17.64	7.76	9.47	8.27	17.86	11.09	4.32	15.20	4.97	34.26	7.45	13.03
Median (Excl. responses over 1000)	49	49	44	51	48	44	42	43	73	30	41	45	49	56	43	76	46	48

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 13

**Q6. How much do you think your household could save per year on your energy bill if you switched supplier? Please give your answer to the nearest £.**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
Nothing	11 11%	2 3%	7 16%	4 7%	6 7%	8 6%	11 14%	6 6%	7 7%	4 5%	6 12%	2 4%	9 10%	8 8%	8 6%	10 8%	15 12%	11 8%	9 9%	5 6%	11 14%	3 5%
1-10	4 4%	2 2%	1 2%	3 5%	5 5%	3 2%	2 3%	1 1%	1 1%	3 3%	3 5%	1 2%	1 2%	3 3%	3 2%	1 1%	4 3%	3 3%	6 6%	2 2%	3 4%	2 2%
11-20	2 2%	3 4%	* 1%	- -	2 3%	2 1%	1 2%	2 2%	* *	3 3%	2 4%	1 2%	2 2%	2 2%	4 3%	2 2%	4 3%	4 3%	2 2%	1 1%	* 1%	* *
21-30	2 3%	2 2%	1 1%	1 1%	3 3%	4 3%	1 2%	- -	2 2%	2 3%	1 2%	1 3%	2 2%	* *	2 2%	1 1%	4 3%	3 2%	4 4%	3 4%	2 2%	3 4%
31-40	1 1%	- -	1 1%	* 1%	1 1%	- -	2 3%	* *	1 1%	4 4%	3 5%	- -	- -	1 1%	2 1%	* *	4 3%	3 2%	- -	1 1%	1 1%	- -
41-50	5 5%	1 1%	5 12%	2 3%	2 2%	3 2%	1 1%	8 8%	8 8%	8 9%	5 10%	1 1%	2 3%	2 1%	7 5%	6 5%	7 6%	6 4%	8 8%	2 3%	4 5%	4 5%
51-60	- -	2 2%	- -	- -	2 2%	- -	- -	1 1%	- -	1 2%	- -	- -	3 4%	- -	1 1%	- -	* *	- -	- -	1 1%	- -	- -
61-70	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	1 1%	1 1%	1 1%	1 1%	- -	- -	1 1%	- -	- -	- -
71-80	- -	1 2%	- -	- -	3 3%	* *	- -	1 1%	1 1%	1 1%	1 2%	- -	- -	2 2%	1 1%	2 1%	2 1%	- -	- -	- -	1 1%	1 1%
81-90	1 1%	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	2 2%	1 *	- -	- -	- -	- -	- -	- -
91-100	6 6%	2 3%	2 4%	3 7%	5 6%	4 3%	2 2%	6 6%	5 5%	3 3%	1 2%	2 4%	8 10%	5 5%	6 4%	8 6%	4 3%	5 4%	5 5%	1 1%	4 4%	2 2%
101-200	5 5%	3 4%	3 6%	1 3%	7 7%	11 8%	4 5%	6 6%	6 6%	5 5%	5 11%	4 8%	2 2%	4 3%	13 10%	11 9%	5 4%	6 4%	2 2%	6 7%	6 8%	8 11%
201-300	1 1%	1 1%	2 5%	- -	1 1%	2 1%	5 7%h	- -	1 1%	1 1%	- -	- -	- -	* *	4 3%	1 *	2 2%	1 1%	- -	2 2%	2 3%	1 2%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 13

**Q6. How much do you think your household could save per year on your energy bill if you switched supplier? Please give your answer to the nearest £.**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
301+	2 2%	2 3%	1 3%	-	2 2%	2 2%	4 5%	4 4%	5 5%	3 3%	-	2 3%	1 1%	-	6 4%	2 2%	2 1%	1 1%	4 4%	1 2%	1 1%	*
Don't know	54 57%	57 71%	19 46%	36 72% <sup>c</sup>	55 59%	101 72%	43 55%	64 64%	63 63%	48 57%	23 47%	41 73%	56 64%	74 72%	72 55%	77 63%	73 57%	88 68%	59 60%	60 71%	46 55%	49 67%
Mean (Excl. responses over 1000)	57.00	119.35	97.86	50.84	92.25	97.74	76.69	104.06	106.27	92.44	59.69	116.29	57.57	59.49	92.09	90.22	59.83	67.85	80.80	111.26	68.83	96.15
Standard deviation	67.96	225.14	138.19	58.27	114.54	138.67	94.25	102.48	184.28	170.47	69.30	145.17	65.56	66.34	93.91	94.73	86.38	85.31	143.35	146.03	85.19	87.91
Standard error	11.49	44.15	29.46	14.13	17.89	21.93	17.81	18.12	34.83	26.95	15.90	35.21	11.08	11.06	13.28	13.67	11.75	11.72	24.58	26.23	15.30	16.05
Median (Excl. responses over 1000)	29	56	45	30	53	48	26	55	44	43	35	78	45	35	62	77	28	33	28	45	40	49

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 14

**Q6. How much do you think your household could save per year on your energy bill if you switched supplier? Please give your answer to the nearest £.**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
0-50	425 21%	248 25% <sup>b</sup>	177 17%	26 11%	53 16%	72 19% <sup>c</sup>	68 20% <sup>c</sup>	63 21% <sup>c</sup>	143 34% <sup>cdefg</sup>	144 27% <sup>ijkl</sup>	121 21%	64 15%	96 21%	113 22%	110 21%	98 20%	68 23%	35 20%
51-199	199 10%	106 11%	93 9%	21 9%	38 12%	41 11%	28 8%	34 11%	36 9%	66 12% <sup>kl</sup>	71 12% <sup>k</sup>	25 6%	37 8%	52 10%	55 10%	49 10%	21 7%	22 13%
200+	124 6%	66 7%	58 6%	18 8% <sup>h</sup>	33 10% <sup>fh</sup>	26 7% <sup>h</sup>	18 5%	17 6%	12 3%	43 8% <sup>l</sup>	32 5%	30 7%	19 4%	33 7%	29 5%	38 8%	18 6%	6 4%
Don't know	1256 63%	562 57%	694 68% <sup>aa</sup>	175 73% <sup>dgh</sup>	196 61%	243 64% <sup>h</sup>	227 67% <sup>h</sup>	186 62%	229 54%	288 53%	357 61% <sup>i</sup>	302 72% <sup>ij</sup>	309 67% <sup>i</sup>	310 61%	335 63%	318 63%	183 63%	111 64%
Mean (Excl. responses over 1000)	83.12	76.91	90.91	108.55 <sup>h</sup>	125.57 <sup>egh</sup>	85.46 <sup>h</sup>	89.31 <sup>h</sup>	76.91 <sup>h</sup>	47.50	84.84	83.75	92.26	72.19	77.45	80.21	90.62	87.75	79.93
Standard deviation	116.54	108.12	126.03	141.32	162.11	92.03	141.30	84.95	70.87	113.41	102.13	109.60	144.38	90.65	123.53	114.30	129.90	148.03
Standard error	4.26	5.57	6.55	19.79	15.97	7.92	12.07	7.89	4.95	6.28	7.37	11.55	12.25	6.33	8.73	8.52	12.93	18.95
Median (Excl. responses over 1000)	49	49	48	78	75	47	41	43	24	47	47	42	27	47	44	48	41	49

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 14

**Q6. How much do you think your household could save per year on your energy bill if you switched supplier? Please give your answer to the nearest £.**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
0-50	425 21%	35 20%	23 26%	39 16%	37 21%	43 23%	25 24%	32 17%	46 18%	68 26%CGH	42 23%	35 22%	377 25%t	47 10%	232 28%v	16 10%	145 20%x	32 10%
51-199	199 10%	22 13%l	9 9%	26 11%	14 8%	13 7%	11 10%	24 13%lJ	37 15%eJ	16 6%	10 6%	18 11%	173 11%t	26 5%	94 11%	12 7%	79 11%x	14 5%
200+	124 6%	6 4%	4 5%	14 6%G	20 11%AGI	17 9%G	6 6%	3 1%	21 8%G	13 5%	12 6%G	9 6%	91 6%	33 7%	50 6%	16 10%	41 6%	17 6%
Don't know	1256 63%	111 64%	55 60%	157 67%	107 60%	111 60%	64 61%	129 69%	149 59%	161 63%	118 65%	94 61%	892 58%	365 77% <sup>s</sup>	443 54%	119 73% <sup>u</sup>	449 63%	245 80% <sup>w</sup>
Mean (Excl. responses over 1000)	83.12	79.93	79.92	94.98	91.32 <sup>G</sup>	99.12	80.58	58.49	91.26 <sup>G</sup>	63.38	92.41	79.67	78.55	113.20 <sup>s</sup>	70.20	144.02	90.18	94.13
Standard deviation	116.54	148.03	115.64	126.32	98.94	176.10	105.84	65.36	93.79	85.55	144.00	86.59	110.38	148.14	92.07	199.79	131.03	101.73
Standard error	4.26	18.95	18.52	14.04	12.77	21.36	17.64	7.76	9.47	8.27	17.86	11.09	4.32	15.20	4.97	34.26	7.45	13.03
Median (Excl. responses over 1000)	49	49	44	51	48	44	42	43	73	30	41	45	49	56	43	76	46	48

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 14

**Q6. How much do you think your household could save per year on your energy bill if you switched supplier? Please give your answer to the nearest £.**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
0-50	25 27% <sup>b</sup>	10 13%	14 35%	9 18%	19 20%	20 14%	19 25%	17 17%	20 20%	24 28%	19 38%	7 12%	16 18%	16 16%	26 20%	20 16%	39 31%	29 22%	29 29%	13 16%	22 27%	12 17%
51-199	12 13%	10 12%	4 9%	5 10%	13 14%	13 9%	5 6%	9 9%	6 6%	7 8%	4 7%	7 12%	14 17%	10 9%	20 16%	16 14%	9 7%	6 5%	7 7%	3 4%	11 14%	7 9%
200+	3 3%	3 4%	4 10% <sup>d</sup>	- -	7 7%	7 5%	11 14%	9 9%	11 11%	6 7%	4 8%	2 3%	1 1%	2 2%	12 9%	8 7%	6 5%	7 5%	4 4%	8 9%	3 4%	6 8%
Don't know	54 57%	57 71%	19 46%	36 72% <sup>c</sup>	55 59%	101 72%	43 55%	64 64%	63 63%	48 57%	23 47%	41 73%	56 64%	74 72%	72 55%	77 63%	73 57%	88 68%	59 60%	60 71%	46 55%	49 67%
Mean (Excl. responses over 1000)	57.00	119.35	97.86	50.84	92.25	97.74	76.69	104.06	106.27	92.44	59.69	116.29	57.57	59.49	92.09	90.22	59.83	67.85	80.80	111.26	68.83	96.15
Standard deviation	67.96	225.14	138.19	58.27	114.54	138.67	94.25	102.48	184.28	170.47	69.30	145.17	65.56	66.34	93.91	94.73	86.38	85.31	143.35	146.03	85.19	87.91
Standard error	11.49	44.15	29.46	14.13	17.89	21.93	17.81	18.12	34.83	26.95	15.90	35.21	11.08	11.06	13.28	13.67	11.75	11.72	24.58	26.23	15.30	16.05
Median (Excl. responses over 1000)	29	56	45	30	53	48	26	55	44	43	35	78	45	35	62	77	28	33	28	45	40	49

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 15  
**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**  
**- Summary table**  
**Base: All respondents**

		Many people in Great Britain could save £200 or more by switching energy supplier or tariff	If I am cold I switch the heating on without considering what time of year it is	I do not switch the heating on until a certain time (e.g. date or month) of year	My husband/ male partner often wants the heating temperature set higher than I do	My wife/ female partner often wants the heating temperature set higher than I do	In my household we disagree over when to turn the heating on for the winter
Unweighted base		2004	2004	2004	2004	2004	2004
Weighted base		2004	2004	2004	2004	2004	2004
NET: Agree		993 50%	1005 50%	921 46%	489 24%	570 28%	628 31%
Strongly agree	(4)	284 14%	292 15%	289 14%	193 10%	239 12%	171 9%
Agree	(3)	709 35%	713 36%	632 32%	296 15%	332 17%	457 23%
Disagree	(2)	161 8%	594 30%	704 35%	438 22%	366 18%	674 34%
Strongly disagree	(1)	49 2%	296 15%	228 11%	235 12%	133 7%	308 15%
NET: Disagree		209 10%	891 44%	932 47%	673 34%	499 25%	983 49%
Don't know		760 38%	78 4%	93 5%	89 4%	81 4%	79 4%
Not applicable		42 2%	30 2%	58 3%	753 38%	854 43%	314 16%
Mean		3.02	2.53	2.53	2.38	2.63	2.30
Standard deviation		0.73	0.93	0.90	0.99	0.96	0.90
Standard error		0.02	0.02	0.02	0.03	0.03	0.02

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 16

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- Many people in Great Britain could save £200 or more by switching energy supplier or tariff**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	993 50%	491 50%	502 49%	128 53%gh	189 59%fgh	218 57%fgh	162 48%h	129 43%	167 40%	302 56%kl	304 52%l	190 45%	198 43%	259 51%	279 53%p	249 49%	125 43%	82 47%
Strongly agree	(4) 284 14%	140 14%	144 14%	34 14%	56 17%h	70 18%gh	51 15%h	35 12%	37 9%	75 14%	101 17%k	49 12%	59 13%	82 16%p	75 14%p	79 16%p	24 8%	23 13%
Agree	(3) 709 35%	351 36%	358 35%	95 39%	133 41%fgh	147 39%h	111 32%	94 31%	130 31%	227 42%jkl	203 35%	140 33%	140 30%	177 35%	204 39%	169 34%	101 35%	58 33%
Disagree	(2) 161 8%	80 8%	80 8%	23 10%d	11 3%	29 8%d	25 7%d	27 9%d	46 11%d	34 6%	38 6%	37 9%	53 11%ij	35 7%	50 10%	38 8%	23 8%	14 8%
Strongly disagree	(1) 49 2%	35 4%b	13 1%	6 3%	10 3%	8 2%	10 3%	2 1%	12 3%	15 3%	13 2%	10 2%	11 2%	15 3%	13 2%	8 2%	11 4%	3 2%
NET: Disagree	209 10%	116 12%	94 9%	29 12%	21 6%	38 10%	35 10%	29 10%	58 14%cd	49 9%	51 9%	47 11%	64 14%ij	50 10%	63 12%	46 9%	34 12%	17 10%
Don't know	760 38%	357 36%	403 39%	77 32%	106 33%	119 31%	135 40%e	134 45%cde	188 45%cde	179 33%	217 37%	176 42%i	188 41%i	188 37%	174 33%	197 39%	126 44%n	73 42%
Not applicable	42 2%	18 2%	24 2%	6 2%	5 2%	7 2%	8 2%	8 3%	8 2%	12 2%	10 2%	9 2%	11 2%	12 2%	12 2%	11 2%	4 2%	3 2%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared by ComRes - Confidential**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 16

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- Many people in Great Britain could save £200 or more by switching energy supplier or tariff**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Mean	3.02	2.98	3.06	2.99	3.12h	3.10h	3.03h	3.02h	2.86	3.03	3.11i	2.97	2.94	3.06p	3.00	3.09p	2.87	3.04
Standard deviation	0.73	0.77	0.68	0.72	0.70	0.72	0.77	0.67	0.75	0.69	0.73	0.73	0.77	0.75	0.72	0.71	0.74	0.70
Standard error	0.02	0.03	0.03	0.07	0.05	0.04	0.05	0.05	0.05	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 16

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- Many people in Great Britain could save £200 or more by switching energy supplier or tariff**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respons-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respons-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respons-ible of energy bill (w)	Not respons-ible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	993 50%	82 47%	41 45%	117 50%	91 52%	103 55%F	43 40%	95 50%	123 49%	136 53%	82 45%	82 52%	796 52%t	197 42%	415 51%	77 47%	381 53%x	120 39%
Strongly agree	(4) 284 14%	23 13%J	14 16%J	44 19%J	21 12%	24 13%	13 12%	28 15%J	39 16%J	43 17%J	11 6%	23 15%J	236 15%t	47 10%	121 15%	19 12%	115 16%x	28 9%
Agree	(3) 709 35%	58 33%	26 29%	72 31%	71 40%	79 43%CF	30 28%	67 35%	84 33%	93 36%	71 39%	58 37%	560 36%	150 32%	293 36%	58 36%	266 37%x	92 30%
Disagree	(2) 161 8%	14 8%	12 13%	16 7%	10 6%	15 8%	10 9%	22 12%	18 7%	17 7%	14 7%	13 9%	127 8%	34 7%	73 9%	7 4%	54 8%	27 9%
Strongly disagree	(1) 49 2%	3 2%	3 4%	3 1%	1 1%	5 3%	- -	3 1%	8 3%	6 2%	11 6%CDF	5 3%	39 3%	10 2%	30 4%	5 3%	8 1%	5 1%
NET: Disagree	209 10%	17 10%	15 17%CD	19 8%	12 7%	20 11%	10 9%	25 13%	26 10%	24 9%	24 13%	19 12%	166 11%	44 9%	104 13%	12 7%	62 9%	32 10%
Don't know	760 38%	73 42%E	32 36%	93 39%	72 41%	57 31%	52 49%EGIK	63 34%	99 39%	89 35%	74 40%	54 35%	545 36%	214 46%S	287 35%	70 43%	258 36%	144 47%W
Not applicable	42 2%	3 2%	2 3%	7 3%	2 1%	6 3%	2 1%	5 3%	4 1%	8 3%	3 2%	1 1%	27 2%	15 3%	15 2%	3 2%	12 2%	12 4%W

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared by ComRes - Confidential**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 16

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- Many people in Great Britain could save £200 or more by switching energy supplier or tariff**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
	Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713
Mean	3.02	3.04J	2.93	3.16J	3.07J	2.99	3.07J	3.00	3.03J	3.08J	2.77	2.99	3.03	2.97	2.98	3.02	3.10x	2.95
Standard deviation	0.73	0.70	0.84	0.72	0.60	0.69	0.66	0.72	0.78	0.73	0.76	0.76	0.73	0.71	0.78	0.73	0.67	0.70
Standard error	0.02	0.07	0.11	0.06	0.06	0.06	0.09	0.07	0.06	0.05	0.08	0.08	0.02	0.05	0.04	0.09	0.03	0.06

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 16

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- Many people in Great Britain could save £200 or more by switching energy supplier or tariff**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	45 48%	37 46%	20 49%	21 41%	50 53%	66 47%	42 54%	49 50%	55 55%	47 55%	19 38%	24 42%	42 48%	53 52%	61 47%	62 51%	67 53%	69 53%	46 47%	36 43%	43 52%	39 53%
Strongly agree	(4) 12 12%	12 15%	6 16%	8 16%	23 24%	22 15%	6 8%	15 15%	14 14%	10 12%	9 18%	4 8%	13 15%	15 14%	17 13%	23 19%	24 19%	19 14%	4 4%	7 8%	12 15%	11 15%
Agree	(3) 33 35%	25 31%	14 33%	13 26%	28 29%	45 32%	36 46%	35 35%	42 42%	37 44%	10 20%	19 34%	28 33%	38 38%	45 34%	39 32%	43 34%	50 38%	42 43%	29 35%	31 37%	28 38%
Disagree	(2) 6 6%	8 10%	5 11%	7 15%	9 9%	7 5%	5 6%	5 5%	7 7%	9 10%	5 11%	4 7%	16 19%	6 5%	7 5%	11 9%	6 5%	11 8%	7 7%	6 7%	7 8%	6 9%
Strongly disagree	(1) 2 2%	1 1%	2 6%	1 2%	2 2%	1 1%	- 1%	1 1%	5 5%	- -	- -	- -	2 3%	* *	6 5%	2 2%	5 4%	2 1%	8 9%	2 2%	3 3%	2 3%
NET: Disagree	8 9%	8 11%	7 17%	8 17%	10 11%	9 6%	5 6%	7 7%	12 12%	9 10%	5 11%	4 7%	19 22%	6 6%	13 10%	13 11%	11 9%	13 10%	16 16%	8 10%	10 12%	9 12%
Don't know	39 42%	34 42%	12 29%	20 41%	32 34%	61 43%	31 40%	41 42%	30 30%	27 32%	25 51%	27 48%	24 28%	40 39%	55 42%	44 36%	44 35%	45 35%	35 36%	39 46%	29 36%	25 34%
Not applicable	1 1%	1 2%	2 5%	* 1%	2 2%	5 4%	- -	2 2%	4 4%	2 3%	- -	2 3%	2 3%	3 3%	1 1%	2 2%	4 3%	4 3%	2 2%	1 1%	1 1%	1 1%
Mean	3.03	3.06	2.89	2.96	3.18	3.15	3.03	3.11	2.96	3.02	3.14	3.01	2.87	3.14	2.97	3.10	3.11	3.05	2.67	2.92	2.99	3.00
Standard deviation	0.71	0.70	0.88	0.82	0.78	0.67	0.49	0.67	0.77	0.58	0.77	0.56	0.80	0.60	0.81	0.75	0.79	0.67	0.79	0.70	0.77	0.76
Standard error	0.10	0.10	0.17	0.14	0.10	0.08	0.08	0.09	0.10	0.07	0.17	0.10	0.11	0.07	0.10	0.08	0.09	0.07	0.11	0.10	0.11	0.10

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 16

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**  
**- Many people in Great Britain could save £200 or more by switching energy supplier or tariff**

**Base: All respondents**

	Total	Q8. Whether have control for switching heating on for the winter	
		All who have control	Do not have control
Unweighted base	2004	1974	30
Weighted base	2004	1972	32
NET: Agree	993 50%	982 50%	11 33%
Strongly agree	(4) 284 14%	282 14%	2 6%
Agree	(3) 709 35%	701 36%	9 27%
Disagree	(2) 161 8%	161 8%	- -
Strongly disagree	(1) 49 2%	49 2%	- -
NET: Disagree	209 10%	209 11%	- -
Don't know	760 38%	746 38%	14 43%
Not applicable	42 2%	34 2%	8 24%
Mean	3.02	3.02	3.18
Standard deviation	0.73	0.73	0.40
Standard error	0.02	0.02	0.13

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 17

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?  
- If I am cold I switch the heating on without considering what time of year it is**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	1005 50%	528 54% <sup>b</sup>	477 47%	113 47%	139 43%	164 43%	157 46%	171 57% <sup>def</sup>	262 62% <sup>cdef</sup>	262 48%	283 49%	200 48%	260 56% <sup>ijk</sup>	240 47%	261 49%	256 51%	129 45%	118 68% <sup>mnp</sup>
Strongly agree	(4) 292 15%	162 16% <sup>b</sup>	131 13%	41 17%	36 11%	49 13%	45 13%	46 15%	75 18% <sup>d</sup>	74 14%	78 13%	55 13%	86 19% <sup>ij</sup>	72 14%	80 15%	72 14%	33 11%	36 21% <sup>p</sup>
Agree	(3) 713 36%	367 37%	346 34%	71 30%	104 32%	115 30%	111 33%	125 42% <sup>cdef</sup>	187 44% <sup>cdef</sup>	188 35%	205 35%	145 35%	174 38%	169 33%	181 34%	185 37%	97 33%	82 47% <sup>mnp</sup>
Disagree	(2) 594 30%	272 28%	322 32%	62 26%	101 31%	136 36% <sup>ch</sup>	100 29%	85 28%	110 26%	171 32% <sup>l</sup>	177 30% <sup>l</sup>	143 34% <sup>l</sup>	103 22%	154 30%	156 29%	146 29%	98 34% <sup>q</sup>	40 23%
Strongly disagree	(1) 296 15%	121 12%	176 17% <sup>a</sup>	36 15%	54 17% <sup>h</sup>	61 16% <sup>h</sup>	69 20% <sup>gh</sup>	37 12%	38 9%	78 14%	93 16%	51 12%	75 16%	82 16% <sup>q</sup>	91 17% <sup>q</sup>	75 15% <sup>q</sup>	40 14% <sup>q</sup>	8 4%
NET: Disagree	891 44%	393 40%	498 49% <sup>a</sup>	98 41%	155 48% <sup>h</sup>	197 52% <sup>cgh</sup>	170 50% <sup>gh</sup>	122 41%	148 35%	249 46% <sup>l</sup>	270 46% <sup>l</sup>	193 46%	179 39%	236 46% <sup>q</sup>	247 47% <sup>q</sup>	221 44% <sup>q</sup>	139 48% <sup>q</sup>	48 27%
Don't know	78 4%	49 5% <sup>b</sup>	29 3%	20 8% <sup>fgh</sup>	22 7% <sup>fgh</sup>	17 5% <sup>h</sup>	9 3%	5 2%	5 1%	18 3%	23 4%	21 5%	15 3%	22 4%	16 3%	16 3%	15 5%	8 5%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 17

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- If I am cold I switch the heating on without considering what time of year it is**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Not applicable	30 2%	13 1%	18 2%	9 4% <sup>eg</sup>	5 2%	3 1%	6 2%	2 1%	5 1%	12 2%	6 1%	6 1%	7 2%	11 2%	5 1%	9 2%	6 2%	-
Mean	2.53	2.62 <sup>b</sup>	2.44	2.56	2.41	2.42	2.41	2.61 <sup>def</sup>	2.73 <sup>def</sup>	2.51	2.49	2.52	2.62	2.48	2.49	2.53	2.46	2.88 <sup>mnp</sup>
Standard deviation	0.93	0.92	0.94	0.99	0.93	0.93	0.97	0.90	0.87	0.92	0.93	0.89	0.99	0.95	0.96	0.93	0.89	0.80
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.05	0.04	0.04	0.04	0.06	0.06

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 17

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- If I am cold I switch the heating on without considering what time of year it is**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
	Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	1005 50%	118 68%BCDE FGHIJK	41 45%	127 54%IJ	88 50%	95 51%	56 52%	88 47%	129 51%	111 43%	74 40%	78 50%	775 51%	230 49%	443 54%	86 53%	333 47%	144 47%
Strongly agree	(4) 15%	292 21%IJ	12 13%	30 13%	29 17%	31 17%	14 13%	29 15%	40 16%	32 12%	19 10%	21 13%	226 15%	66 14%	135 16%	26 16%	91 13%	40 13%
Agree	(3) 36%	713 47%BDEG HIJ	29 32%	97 41%IJ	59 33%	64 34%	42 39%	60 32%	89 35%	80 31%	55 30%	57 37%	549 36%	164 35%	308 38%	59 36%	241 34%	105 34%
Disagree	(2) 30%	594 23%	28 31%	61 26%	57 32%	50 27%	34 32%	57 30%	75 30%	79 31%	65 35%A	49 31%	466 30%	128 27%	238 29%	34 21%	229 32%	94 30%
Strongly disagree	(1) 15%	296 4%	20 22%AF	34 14%A	21 12%A	34 18%A	11 10%	37 20%A	33 13%A	49 19%A	30 16%A	21 13%A	234 15%	63 13%	103 13%	18 11%	131 18%	45 15%
NET: Disagree	891 44%	48 27%	48 53%A	95 40%A	78 44%A	84 45%A	44 42%A	94 50%A	108 43%A	128 50%A	94 52%AC	69 44%A	700 46%	191 40%	341 42%	52 32%	360 50%	139 45%
Don't know	78 4%	8 5%	1 1%	8 3%	7 4%	6 3%	5 5%	3 2%	13 5%	9 4%	10 6%	7 4%	48 3%	30 6% <sub>s</sub>	31 4%	18 11% <sub>u</sub>	17 2%	12 4%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 17

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- If I am cold I switch the heating on without considering what time of year it is**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Not applicable	30 2%	-	*	5 2%	4 2%	1 1%	1 1%	2 1%	2 1%	8 3%A	5 3%	2 1%	10 1%	20 4% <sup>s</sup>	6 1%	7 4% <sup>u</sup>	4 1%	13 4% <sup>w</sup>
Mean	2.53	2.88BCD EFGHIJK	2.37	2.56	2.58	2.51	2.59	2.44	2.57	2.39	2.38	2.53	2.52	2.56	2.61	2.69	2.42	2.49
Standard deviation	0.93	0.80	0.98	0.91	0.92	0.99	0.86	0.99	0.93	0.96	0.90	0.90	0.93	0.93	0.92	0.93	0.94	0.92
Standard error	0.02	0.06	0.10	0.06	0.08	0.08	0.09	0.07	0.06	0.06	0.07	0.07	0.02	0.05	0.03	0.09	0.03	0.06

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 17

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- If I am cold I switch the heating on without considering what time of year it is**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids		
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)	
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82	
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*	
NET: Agree	62	56	21	20	56	72	44	44	54	41	33	23	36	53	70	59	63	49	45	29	46	32	
	66%	70%	50%	41%	59%	51%	56%	45%	53%	48%	66%	41%	41%	52%	54%	48%	50%	37%	46%	34%	56%	44%	
Strongly agree	(4)	22	15	4	8	14	17	12	20	10	9	5	9	20	23	16	17	14	12	7	14	7	
		23%	18%	10%	16%	15%	12%	22%	12%	20%	12%	18%	9%	10%	19%	18%	13%	14%	11%	12%	9%	17%	9%
Agree	(3)	40	42	16	13	42	55	27	33	30	24	18	27	33	47	42	45	35	33	22	32	25	
		43%	52%	40%	25%	44%	39%	34%	33%	36%	48%	32%	31%	32%	36%	35%	36%	26%	34%	26%	39%	34%	
Disagree	(2)	21	19	11	17	25	36	23	34	31	20	12	22	31	26	33	42	32	47	28	37	24	24
		23%	23%	26%	35%	26%	26%	30%	34%	31%	23%	24%	39%	36%	26%	25%	34%	26%	36%	29%	43%	30%	33%
Strongly disagree	(1)	5	3	8	12	10	24	8	13	11	23	-	11	17	20	17	16	20	29	16	13	7	13
		5%	4%	21%	23%	11%	17%	10%	13%	11%	27% <sup>i</sup>	-	19%	20%	19%	13%	13%	16%	22%	17%	16%	8%	18%
NET: Disagree		26	22	19	29	35	60	32	47	42	42	12	33	48	46	50	58	53	75	45	50	31	38
		28%	27%	47%	58%	37%	42%	40%	47%	42%	50%	24%	58%	56%	45%	38%	48%	42%	58% <sup>q</sup>	45%	59%	38%	52%
Don't know		6	2	1	-	2	6	1	6	5	1	5	-	2	2	9	4	7	2	7	3	4	3
		6%	3%	3%	-	2%	4%	2%	6%	5%	1%	10%	-	2%	2%	7%	4%	6%	2%	7%	4%	5%	4%
Not applicable		-	-	-	*	2	3	1	2	-	1	-	1	1	2	1	4	4	2	3	1	1	1
		-	-	-	1%	2%	2%	2%	2%	-	1%	-	2%	1%	1%	*	3%	3%	2%	3%	1%	1%	1%
Mean	2.89	2.87	2.41	2.34	2.65	2.49	2.70	2.48	2.66	2.34	2.94	2.31	2.33	2.53	2.64	2.51	2.52	2.27	2.45	2.29	2.68	2.36	
Standard deviation	0.84	0.76	0.95	1.02	0.88	0.93	0.94	0.90	0.95	1.02	0.69	0.89	0.93	1.03	0.95	0.90	0.95	0.95	0.94	0.86	0.87	0.91	
Standard error	0.09	0.08	0.15	0.14	0.09	0.08	0.12	0.10	0.11	0.11	0.12	0.12	0.11	0.10	0.09	0.08	0.09	0.08	0.11	0.09	0.11	0.10	

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 17

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- If I am cold I switch the heating on without considering what time of year it is**

**Base: All respondents**

	Total	Q8. Whether have control for switching heating on for the winter	
		All who have control	Do not have control
Unweighted base	2004	1974	30
Weighted base	2004	1972	32
NET: Agree	1005 50%	992 50%	13 41%
Strongly agree	(4) 292 15%	292 15%	1 3%
Agree	(3) 713 36%	700 36%	12 38%
Disagree	(2) 594 30%	590 30%	4 14%
Strongly disagree	(1) 296 15%	294 15%	3 9%
NET: Disagree	891 44%	884 45%	7 22%
Don't know	78 4%	74 4%	4 12%
Not applicable	30 2%	23 1%	8 24%
Mean	2.53	2.53	2.56
Standard deviation	0.93	0.93	0.80
Standard error	0.02	0.02	0.19

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 18

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- I do not switch the heating on until a certain time (e.g. date or month) of year**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	921 46%	448 46%	473 46%	138 57% <i>efgh</i>	187 58% <i>efgh</i>	193 51% <i>gh</i>	159 47% <i>gh</i>	97 32%	147 35%	236 44%	288 50%	192 46%	204 44%	253 50% <i>o</i>	233 44%	216 43%	145 50%	74 42%
Strongly agree	(4) 289 14%	155 16%	134 13%	57 24% <i>efgh</i>	54 17% <i>gh</i>	63 17% <i>gh</i>	47 14%	30 10%	38 9%	78 14%	77 13%	65 15%	69 15%	81 16%	68 13%	68 14%	41 14%	30 17%
Agree	(3) 632 32%	293 30%	339 33%	81 34% <i>g</i>	133 41% <i>efgh</i>	130 34% <i>gh</i>	112 33% <i>g</i>	67 22%	110 26%	159 29%	211 36% <i>il</i>	127 30%	135 29%	172 34%	165 31%	147 29%	103 36% <i>q</i>	44 25%
Disagree	(2) 704 35%	351 36%	353 35%	48 20%	85 27%	127 33% <i>c</i>	112 33% <i>c</i>	137 46% <i>cdef</i>	193 46% <i>cdef</i>	215 40% <i>jl</i>	185 32%	159 38%	146 32%	162 32%	194 37%	187 37%	95 33%	66 38%
Strongly disagree	(1) 228 11%	109 11%	119 12%	17 7%	21 6%	34 9%	46 14% <i>cd</i>	49 16% <i>cde</i>	60 14% <i>cde</i>	53 10%	63 11%	37 9%	75 16% <i>ijkl</i>	51 10%	67 13%	62 12%	27 10%	21 12%
NET: Disagree	932 47%	460 47%	472 46%	66 27%	106 33%	162 42% <i>cd</i>	158 46% <i>cd</i>	186 62% <i>cdef</i>	254 60% <i>cdef</i>	269 50% <i>j</i>	248 43%	195 46%	220 48%	213 42%	261 49% <i>m</i>	248 49% <i>m</i>	122 42%	87 50%
Don't know	93 5%	51 5%	42 4%	24 10% <i>efgh</i>	20 6% <i>h</i>	19 5% <i>h</i>	13 4%	9 3%	9 2%	19 3%	31 5%	24 6%	20 4%	25 5%	21 4%	23 5%	13 5%	11 6%
Not applicable	58 3%	23 2%	35 3%	13 5%	8 2%	7 2%	11 3%	9 3%	10 2%	17 3%	14 2%	10 2%	17 4%	18 3%	13 3%	16 3%	9 3%	2 1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential

**Household Bills Survey**  
**ONLINE Fieldwork : 18th - 20th September 2015**

Absolutes/col percents

Table 18

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- I do not switch the heating on until a certain time (e.g. date or month) of year**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Mean	2.53	2.54	2.52	2.87efg h	2.75fgh	2.62gh	2.50gh	2.27	2.31	2.52	2.56	2.57	2.47	2.61n	2.47	2.48	2.59	2.52
Standard deviation	0.90	0.91	0.89	0.92	0.84	0.89	0.92	0.87	0.84	0.88	0.88	0.88	0.96	0.90	0.89	0.90	0.87	0.94
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.05	0.04	0.04	0.04	0.06	0.07

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 18

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- I do not switch the heating on until a certain time (e.g. date or month) of year**

**Base: All respondents**

	Total	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respons-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respons-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respons-ible of energy bill (w)	Not respons-ible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	921 46%	74 42%	42 46%	107 45%	67 38%	87 47%	50 47%	90 48%K	125 49%DK	129 50%DK	94 52%DK	56 36%	694 45%	226 48%	360 44%	87 54%	334 47%	139 45%
Strongly agree	(4) 289 14%	30 17%K	13 15%	35 15%	20 11%	27 15%	14 13%	28 15%	39 15%	42 16%K	27 15%	13 8%	217 14%	71 15%	123 15%	31 19%	94 13%	40 13%
Agree	(3) 632 32%	44 25%	29 32%	72 31%	47 26%	60 33%	36 34%	62 33%	86 34%	86 34%	67 37%A	43 28%	477 31%	155 33%	237 29%	56 35%	240 34%	99 32%
Disagree	(2) 704 35%	66 38%	30 33%	84 36%	73 41%H	65 35%	40 38%	69 37%	72 29%	90 35%	55 30%	60 39%	561 37%t	143 30%	312 38%v	39 24%	249 35%	104 34%
Strongly disagree	(1) 228 11%	21 12%	14 16%l	25 11%	22 12%	23 12%	11 11%	19 10%	33 13%	19 7%	16 9%	25 16%l	185 12%	43 9%	98 12%	11 7%	87 12%	32 11%
NET: Disagree	932 47%	87 50%	44 49%	109 46%	95 54%HIJ	88 47%	51 48%	88 47%	105 42%	108 42%	71 39%	85 55%HIJ	746 49%t	186 40%	410 50%v	50 31%	336 47%	136 44%
Don't know	93 5%	11 6%	4 4%	9 4%	10 6%	7 4%	3 2%	4 2%	13 5%	12 5%	10 6%	10 7%	62 4%	32 7% <sup>s</sup>	34 4%	18 11% <sup>u</sup>	28 4%	14 5%
Not applicable	58 3%	2 1%	* *	10 4%	5 3%	4 2%	2 2%	5 3%	9 4%	8 3%	7 4%	4 3%	31 2%	26 6% <sup>s</sup>	16 2%	7 5%	16 2%	19 6% <sup>w</sup>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared by ComRes - Confidential**



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 18

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- I do not switch the heating on until a certain time (e.g. date or month) of year**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
	Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713
Mean	2.53	2.52	2.48	2.54K	2.40	2.52	2.52	2.56K	2.57K	2.64DK	2.64DK	2.30	2.50	2.62	2.50	2.79u	2.51	2.53
Standard deviation	0.90	0.94	0.95	0.90	0.88	0.91	0.87	0.88	0.93	0.86	0.87	0.87	0.90	0.89	0.91	0.89	0.89	0.88
Standard error	0.02	0.07	0.10	0.06	0.07	0.07	0.09	0.06	0.06	0.05	0.07	0.07	0.02	0.05	0.03	0.08	0.03	0.05

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 18

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- I do not switch the heating on until a certain time (e.g. date or month) of year**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	41 44%	33 41%	17 42%	25 50%	41 43%	65 46%	28 35%	39 40%	46 46%	41 48%	22 45%	28 50%	41 47%	50 49%	67 51%	58 47%	63 50%	66 50%	54 55%	40 48%	27 32%	29 40%
Strongly agree	(4) 21 23%	9 11%	7 17%	7 13%	12 13%	22 16%	10 12%	11 11%	12 12%	15 18%	6 12%	8 14%	13 15%	16 15%	26 20%	13 10%	25 20%	17 13%	18 18%	10 12%	5 7%	7 10%
Agree	(3) 20 22%	24 30%	10 25%	18 37%	29 31%	43 31%	18 23%	29 29%	34 34%	26 30%	16 33%	20 35%	28 32%	34 34%	41 31%	45 37%	38 30%	49 37%	37 37%	30 36%	21 26%	22 30%
Disagree	(2) 31 33%	35 44%	12 30%	18 35%	36 38%	48 34%	35 44%	38 39%	38 38%	27 32%	19 38%	21 37%	34 39%	36 35%	38 29%	34 28%	46 37%	43 33%	31 31%	24 29%	31 38%	29 39%
Strongly disagree	(1) 13 14%	8 10%	8 18%	7 14%	10 10%	15 11%	9 11%	13 13%	11 11%	12 14%	6 12%	5 10%	11 12%	8 8%	15 11%	18 15%	7 6%	11 9%	6 6%	10 12%	14 17%	11 15%
NET: Disagree	44 47%	43 53%	20 49%	24 49%	46 49%	63 45%	43 56%	51 52%	49 49%	39 46%	25 50%	26 47%	44 51%	44 43%	53 41%	52 43%	53 42%	55 42%	37 37%	35 41%	46 55%	40 54%
Don't know	9 9%	3 3%	4 10%	- -	4 4%	6 4%	5 7%	5 5%	5 5%	2 2%	1 2%	1 2%	1 1%	3 3%	5 4%	9 7%	7 6%	4 3%	4 4%	6 7%	7 8%	4 5%
Not applicable	- -	2 3%	- -	* 1%	4 4%	7 5%	2 2%	3 3%	- -	4 4%	1 3%	1 1%	1 1%	5 4%	6 5%	3 3%	3 2%	6 4%	3 3%	3 4%	4 4%	1 1%
Mean	2.58	2.44	2.44	2.50	2.50	2.57	2.40	2.40	2.50	2.55	2.47	2.56	2.50	2.61	2.65	2.48	2.70	2.59	2.72	2.53	2.25	2.36
Standard deviation	1.03	0.84	1.03	0.90	0.87	0.92	0.88	0.88	0.86	0.97	0.88	0.87	0.90	0.87	0.96	0.90	0.88	0.85	0.85	0.89	0.86	0.88
Standard error	0.12	0.09	0.17	0.12	0.09	0.08	0.11	0.09	0.10	0.10	0.15	0.11	0.10	0.08	0.09	0.08	0.08	0.07	0.10	0.10	0.11	0.10

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Household Bills Survey**  
**ONLINE Fieldwork : 18th - 20th September 2015**

Absolutes/col percents

Table 18

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- I do not switch the heating on until a certain time (e.g. date or month) of year**

**Base: All respondents**

	Total	Q8. Whether have control for switching heating on for the winter	
		All who have control	Do not have control
Unweighted base	2004	1974	30
Weighted base	2004	1972	32
NET: Agree	921 46%	910 46%	11 34%
Strongly agree	(4) 289 14%	287 15%	2 6%
Agree	(3) 632 32%	623 32%	9 28%
Disagree	(2) 704 35%	699 35%	5 14%
Strongly disagree	(1) 228 11%	228 12%	- -
NET: Disagree	932 47%	927 47%	5 14%
Don't know	93 5%	87 4%	7 21%
Not applicable	58 3%	48 2%	10 31%
Mean	2.53	2.53	2.83
Standard deviation	0.90	0.90	0.64
Standard error	0.02	0.02	0.17

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 19

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- My husband/ male partner often wants the heating temperature set higher than I do**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	489 24%	191 19%	298 29%a	66 28%h	90 28%h	113 30%fh	72 21%	75 25%h	74 17%	127 23%	142 25%	118 28%	102 22%	143 28%q	131 25%	122 24%	61 21%	32 19%
Strongly agree	(4) 193 10%	72 7%	121 12%a	29 12%h	36 11%h	38 10%	35 10%h	29 10%	26 6%	60 11%	54 9%	37 9%	42 9%	49 10%	59 11%	50 10%	23 8%	13 7%
Agree	(3) 296 15%	118 12%	178 17%a	37 15%	54 17%	74 19%fh	37 11%	46 15%	48 11%	67 12%	88 15%	81 19%il	60 13%	94 18%q	72 14%	72 14%	38 13%	20 11%
Disagree	(2) 438 22%	172 18%	266 26%a	41 17%	61 19%	75 20%	61 18%	93 31%cdef	108 26%cf	132 24%	116 20%	102 24%	88 19%	89 17%	115 22%	114 23%	69 24%	50 29%mn
Strongly disagree	(1) 235 12%	74 8%	161 16%a	16 7%	47 15%c	40 11%	52 15%ch	39 13%c	42 10%	61 11%	63 11%	53 13%	58 12%	45 9%	51 10%	81 16%mn	38 13%	21 12%
NET: Disagree	673 34%	246 25%	427 42%a	57 24%	108 34%c	115 30%	112 33%c	131 44%cdef h	150 36%c	193 36%	180 31%	155 37%	146 32%	134 26%	166 31%	195 39%mn	107 37%mn	71 41%mn
Don't know	89 4%	51 5%	39 4%	25 10%efgh	26 8%efgh	14 4%h	12 4%	6 2%	6 1%	17 3%	28 5%	24 6%	20 4%	31 6%n	16 3%	17 3%	15 5%	9 5%
Not applicable	753 38%	495 50%b	257 25%	92 38%	97 30%	139 36%	144 42%dg	89 30%	192 46%deg	204 38%k	231 40%k	124 29%	194 42%k	202 40%	215 41%o	168 33%	106 37%	61 35%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 19

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- My husband/ male partner often wants the heating temperature set higher than I do**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Mean	2.38	2.43	2.36	2.65fgh	2.40	2.49h	2.30	2.31	2.26	2.39	2.41	2.37	2.35	2.53opq	2.47	2.29	2.27	2.24
Standard deviation	0.99	0.96	1.00	0.98	1.04	0.97	1.08	0.94	0.89	1.00	0.99	0.95	1.02	0.96	0.99	1.02	0.97	0.91
Standard error	0.03	0.05	0.04	0.10	0.08	0.06	0.07	0.07	0.06	0.05	0.06	0.07	0.07	0.06	0.06	0.06	0.08	0.09

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 19

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- My husband/ male partner often wants the heating temperature set higher than I do**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respos-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respos-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respos-ible of energy bill (w)	Not respons-ible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	489 24%	32 19%	24 26%	62 26%	36 20%	57 31%AGJ	24 23%	38 20%	73 29%A	70 27%	36 20%	36 23%	373 24%	116 25%	148 18%	43 26%	225 32%x	73 24%
Strongly agree	(4) 193 10%	13 7%	9 10%	27 11%	14 8%	22 12%	12 11%	19 10%	32 13%I	17 6%	11 6%	17 11%	141 9%	52 11%	53 6%	20 12%u	88 12%	32 11%
Agree	(3) 296 15%	20 11%	15 17%	35 15%	22 12%	35 19%G	12 12%	19 10%	41 16%	53 21%AGK	25 14%	19 12%	232 15%	64 14%	95 12%	23 14%	137 19%x	41 13%
Disagree	(2) 438 22%	50 29%EHI	15 17%	56 24%	43 25%	30 16%	33 31%BEHI	47 25%H	40 16%	49 19%	36 20%	38 24%	336 22%	102 22%	148 18%	24 15%	188 26%	78 25%
Strongly disagree	(1) 235 12%	21 12%	12 14%	39 16%EHI	30 17%EHI	13 7%	17 16%E	25 13%	23 9%	22 8%	21 12%	14 9%	169 11%	66 14%	69 8%v	4 3%	100 14%	62 20%w
NET: Disagree	673 34%	71 41%EHI	28 30%	94 40%EHI	74 42%EHI	43 23%	50 47%BEHI	71 38%EHI	64 25%	70 27%	58 32%	52 33%	505 33%	168 36%	218 27%v	28 17%	288 40%	140 45%
Don't know	89 4%	9 5%	4 4%	8 3%	6 3%	4 2%	4 4%	4 2%	22 9%CEGI	9 3%	11 6%	8 5%	53 3%	36 8%S	32 4%	18 11%u	21 3%	18 6%w
Not applicable	753 38%	61 35%	36 39%	71 30%	61 35%	81 44%CF	28 27%	74 40%	93 37%	109 42%CF	78 43%CF	60 39%	602 39%t	151 32%	422 51%	73 45%	180 25%	78 25%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 19

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- My husband/ male partner often wants the heating temperature set higher than I do**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female			
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	Eastern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Mean	2.38	2.24	2.39	2.32	2.18	2.67ACD FGJ	2.27	2.30	2.60ACD GJ	2.46D	2.28	2.45	2.39	2.36	2.36	2.82u	2.42x	2.21
Standard deviation	0.99	0.91	1.04	1.03	0.98	0.96	0.99	1.01	1.03	0.89	0.95	0.98	0.97	1.03	0.95	0.92	0.99	1.03
Standard error	0.03	0.09	0.14	0.08	0.10	0.10	0.12	0.09	0.09	0.07	0.10	0.10	0.03	0.06	0.05	0.12	0.04	0.07

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 19

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- My husband/ male partner often wants the heating temperature set higher than I do**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	13 14%	19 24%	10 23%	14 29%	18 19%	44 31%	11 13%	26 26%	23 23%	35 41% <sup>i</sup>	12 25%	12 21%	13 15%	25 24%	33 25%	40 33%	29 23%	41 31%	18 18%	18 22%	11 13%	25 34% <sup>u</sup>
Strongly agree	(4) 4 5%	8 10%	3 7%	6 12%	9 10%	18 13%	2 3%	12 12%	9 9%	13 15%	9 18%	3 5%	6 7%	13 13%	15 12%	17 14%	6 5%	10 8%	5 5%	6 7%	3 3%	14 20% <sup>u</sup>
Agree	(3) 9 10%	11 13%	7 16%	8 17%	9 10%	26 18%	8 10%	14 14%	13 13%	21 25%	3 7%	9 16%	7 8%	12 11%	18 14%	23 19%	23 18%	30 23%	13 13%	12 15%	8 9%	11 15%
Disagree	(2) 20 22%	30 37% <sup>a</sup>	6 15%	9 18%	20 21%	35 25%	15 19%	29 29%	14 14%	16 19%	13 26%	20 35%	11 13%	36 35% <sup>m</sup>	18 14%	22 18%	17 14%	31 24%	17 17%	20 24%	20 24%	18 24%
Strongly disagree	(1) 9 10%	12 15%	4 9%	9 17%	11 11%	28 20%	10 12%	21 21%	4 4%	9 10%	8 16%	9 15%	8 10%	16 16%	6 5%	17 14% <sup>o</sup>	6 5%	16 12% <sup>q</sup>	7 7%	15 17%	2 2%	12 16% <sup>u</sup>
NET: Disagree	29 31%	41 52% <sup>a</sup>	10 25%	18 35%	31 33%	63 45%	24 31%	49 50% <sup>g</sup>	18 18%	25 29%	21 42%	29 50%	20 23%	52 51% <sup>m</sup>	24 18%	40 33% <sup>o</sup>	23 18%	47 36% <sup>q</sup>	23 23%	35 41% <sup>s</sup>	22 27%	30 41%
Don't know	7 7%	3 4%	1 3%	3 5%	4 4%	4 3%	1 2%	5 5%	3 3%	1 1%	1 2%	3 5%	2 2%	3 3%	15 11%	7 6%	7 5%	2 2%	7 7%	5 5%	4 5%	4 5%
Not applicable	45 47% <sup>b</sup>	17 21%	20 49%	15 31%	42 44% <sup>f</sup>	30 21%	42 54% <sup>h</sup>	19 20%	56 56% <sup>j</sup>	25 29%	15 31%	13 23%	52 60% <sup>n</sup>	22 22%	59 45% <sup>p</sup>	34 28%	67 53% <sup>r</sup>	41 31%	51 52% <sup>t</sup>	27 32%	46 55% <sup>v</sup>	14 20%
Mean	2.20	2.26	2.44	2.36	2.34	2.32	2.09	2.23	2.68	2.66	2.40	2.15	2.32	2.29	2.74	2.50	2.57	2.40	2.41	2.18	2.36	2.51
Standard deviation	0.90	0.93	0.99	1.08	1.02	1.04	0.89	1.03	0.94	0.99	1.14	0.85	1.06	0.99	0.98	1.06	0.86	0.92	0.91	0.97	0.73	1.11
Standard error	0.15	0.11	0.23	0.17	0.15	0.10	0.17	0.12	0.17	0.13	0.24	0.13	0.20	0.10	0.13	0.12	0.12	0.09	0.15	0.13	0.13	0.14

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Household Bills Survey**  
**ONLINE Fieldwork : 18th - 20th September 2015**

Absolutes/col percents

Table 19

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- My husband/ male partner often wants the heating temperature set higher than I do**

**Base: All respondents**

	Total	Q8. Whether have control for switching heating on for the winter	
		All who have control	Do not have control
Unweighted base	2004	1974	30
Weighted base	2004	1972	32
NET: Agree	489 24%	480 24%	9 28%
Strongly agree	(4) 193 10%	189 10%	4 13%
Agree	(3) 296 15%	291 15%	5 14%
Disagree	(2) 438 22%	438 22%	- -
Strongly disagree	(1) 235 12%	234 12%	1 3%
NET: Disagree	673 34%	672 34%	1 3%
Don't know	89 4%	86 4%	4 11%
Not applicable	753 38%	734 37%	19 58%
Mean	2.38	2.38	3.23
Standard deviation	0.99	0.99	0.93
Standard error	0.03	0.03	0.31

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 20

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- My wife/ female partner often wants the heating temperature set higher than I do**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	570 28%	417 42% <sup>b</sup>	154 15%	61 25%	102 32%	132 35% <sup>cfg</sup>	87 26%	72 24%	117 28%	186 34% <sup>ejl</sup>	161 28% <sup>l</sup>	123 29% <sup>l</sup>	100 22%	141 28%	158 30%	131 26%	93 32%	47 27%
Strongly agree	(4) 239 12%	192 20% <sup>b</sup>	47 5%	21 9%	49 15% <sup>gh</sup>	63 17% <sup>cgh</sup>	45 13% <sup>h</sup>	26 9%	35 8%	74 14% <sup>l</sup>	82 14% <sup>l</sup>	49 12%	33 7%	62 12%	63 12%	54 11%	42 14%	18 11%
Agree	(3) 332 17%	225 23% <sup>b</sup>	107 10%	40 17%	53 17%	69 18%	42 12%	46 15%	82 19% <sup>f</sup>	112 21% <sup>jl</sup>	79 14%	74 18%	66 14%	80 16%	95 18%	77 15%	51 18%	29 17%
Disagree	(2) 366 18%	194 20%	172 17%	35 14%	46 14%	67 18%	56 16%	56 19%	107 25% <sup>cdef</sup>	108 20%	98 17%	86 20%	74 16%	88 17%	92 17%	91 18%	54 19%	41 24%
Strongly disagree	(1) 133 7%	53 5%	80 8%	13 5%	14 4%	30 8%	19 6%	26 9%	31 7%	32 6%	33 6%	29 7%	39 8%	30 6%	31 6%	42 8%	16 6%	14 8%
NET: Disagree	499 25%	247 25%	252 25%	48 20%	60 19%	97 25%	75 22%	82 27% <sup>d</sup>	137 33% <sup>cdef</sup>	139 26%	132 23%	115 27%	113 25%	117 23%	123 23%	133 26%	71 24%	55 32% <sup>mn</sup>
Don't know	81 4%	43 4%	37 4%	23 10% <sup>efgh</sup>	22 7% <sup>gh</sup>	12 3%	12 3%	5 2%	6 1%	17 3%	22 4%	21 5%	22 5%	23 4%	24 4%	17 3%	9 3%	9 5%
Not applicable	854 43%	275 28%	579 57% <sup>a</sup>	109 45%	136 43%	140 37%	167 49% <sup>eh</sup>	142 47% <sup>eh</sup>	160 38%	199 37%	267 46% <sup>i</sup>	162 39%	226 49% <sup>ik</sup>	228 45%	225 42%	223 44%	116 40%	62 36%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared by ComRes - Confidential

**Household Bills Survey**  
**ONLINE Fieldwork : 18th - 20th September 2015**

Absolutes/col percents

Table 20

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- My wife/ female partner often wants the heating temperature set higher than I do**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Mean	2.63	2.84b	2.30	2.63	2.84gh	2.72gh	2.70h	2.47	2.48	2.70l	2.72l	2.60	2.44	2.67	2.67	2.54	2.72	2.50
Standard deviation	0.96	0.94	0.92	0.93	0.96	1.01	1.01	0.96	0.88	0.93	1.00	0.95	0.97	0.96	0.95	0.99	0.96	0.95
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.08	0.08	0.05	0.05	0.06	0.07	0.07	0.06	0.06	0.06	0.08	0.09

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 20

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- My wife/ female partner often wants the heating temperature set higher than I do**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respos-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respos-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respos-ible of energy bill (w)	Not respons-ible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	570 28%	47 27%	30 33%	56 24%	45 25%	56 30%	41 39%CDI	54 29%	76 30%	65 25%	52 28%	48 31%	457 30%t	114 24%	354 43%	63 39%	103 14%	51 16%
Strongly agree	(4) 239 12%	18 11%	14 16%	24 10%	15 9%	23 13%	17 16%	18 10%	37 15%	25 10%	25 14%	21 14%	197 13%t	41 9%	168 21%	23 14%	29 4%	18 6%
Agree	(3) 332 17%	29 17%	16 18%	32 13%	29 17%	32 18%	25 23%	36 19%	39 16%	41 16%	27 15%	26 17%	259 17%	72 15%	185 23%	40 24%	74 10%	33 11%
Disagree	(2) 366 18%	41 24% <sup>H</sup>	14 16%	47 20%	30 17%	33 18%	25 24%	35 19%	36 14%	52 20%	29 16%	23 15%	301 20%t	65 14%	176 21% <sup>v</sup>	18 11%	125 17%	47 15%
Strongly disagree	(1) 133 7%	14 8%	7 8%	19 8%	16 9%	8 4%	4 4%	14 7%	16 6%	14 5%	12 7%	10 6%	104 7%	29 6%	47 6%	6 4%	57 8%	24 8%
NET: Disagree	499 25%	55 32% <sup>H</sup>	21 24%	65 28%	46 26%	41 22%	30 28%	49 26%	51 20%	66 26%	41 22%	33 21%	405 26%t	95 20%	223 27% <sup>v</sup>	24 15%	182 25%	70 23%
Don't know	81 4%	9 5%	2 2%	6 3%	8 5%	4 2%	1 1%	6 3%	16 6%	7 3%	8 4%	14 9%CEFGI	45 3%	36 8% <sup>s</sup>	24 3%	20 12% <sup>u</sup>	21 3%	16 5%
Not applicable	854 43%	62 36%	37 41%	108 46% <sup>F</sup>	78 44%	84 45%	34 32%	79 42%	109 43%	119 46% <sup>AF</sup>	83 45%	62 40%	627 41%	226 48% <sup>s</sup>	220 27%	55 34%	408 57%	171 55%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 20

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- My wife/ female partner often wants the heating temperature set higher than I do**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respons ible of energy bill (s)	Not respons ible of energy bill (t)	Respons ible of energy bill (u)	Not respons ible of energy bill (v)	Respons ible of energy bill (w)	Not respons ible of energy bill (x)
	Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713
Mean	2.63	2.50	2.73	2.51	2.49	2.74	2.75	2.57	2.76	2.58	2.70	2.73	2.64	2.60	2.82	2.92	2.26	2.37
Standard deviation	0.96	0.95	1.02	0.98	0.98	0.92	0.89	0.94	1.01	0.92	1.01	0.99	0.97	0.96	0.95	0.87	0.89	0.96
Standard error	0.03	0.09	0.14	0.09	0.11	0.10	0.12	0.09	0.09	0.08	0.11	0.11	0.03	0.07	0.04	0.10	0.05	0.09

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 20

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- My wife/ female partner often wants the heating temperature set higher than I do**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	30 32%	17 22%	22 55%d	8 16%	40 42%f	16 12%	31 40%h	14 14%	41 41%j	14 17%	29 58%	13 22%	36 42%n	18 18%	57 44%p	19 15%	54 43%r	11 9%	39 39%t	13 15%	37 44%v	11 15%
Strongly agree	(4) 13 14%	5 7%	10 26%d	4 8%	19 20%f	6 4%	11 14%	5 5%	21 20%j	3 3%	15 30%	2 3%	15 18%n	3 3%	31 24%p	6 5%	21 16%r	4 3%	19 19%	6 8%	18 22%v	3 4%
Agree	(3) 17 18%	12 15%	12 29%d	4 8%	21 22%f	11 8%	21 26%h	9 9%	21 21%	12 14%	14 28%	11 19%	21 25%	15 14%	27 20%	13 10%	33 26%r	7 6%	20 21%t	6 8%	18 22%	8 11%
Disagree	(2) 27 29%	14 18%	4 9%	11 22%	20 21%	27 19%	16 21%	14 14%	22 22%	11 13%	13 26%	12 22%	13 15%	22 22%	19 15%	16 13%	28 22%	24 18%	17 18%	12 14%	14 17%	9 12%
Strongly disagree	(1) 9 9%	5 7%	3 7%	4 8%	4 4%	15 11%	9 12%	7 7%	1 1%	7 8%i	* 1%	4 7%	6 7%	8 8%	9 7%	7 5%	4 3%	10 8%	3 3%	9 10%	5 6%	4 6%
NET: Disagree	36 38%	20 24%	6 16%	15 30%	23 24%	42 30%	26 33%	20 21%	23 23%	18 21%	14 27%	16 29%	19 22%	30 30%	28 22%	23 19%	32 25%	34 26%	21 21%	20 24%	20 24%	13 18%
Don't know	5 6%	4 5%	2 5%	- -	2 2%	5 3%	1 2%	7 7%	3 3%	2 2%	1 2%	- -	2 2%	4 4%	8 6%	8 6%	4 3%	3 2%	5 5%	2 3%	10 12%	4 5%
Not applicable	23 24%	39 49%a	10 25%	27 54%c	30 32%	78 55%e	20 26%	58 59%g	33 33%	51 60%i	6 12%	28 49%	29 34%	50 49%	37 28%	72 60%o	37 29%	82 63%q	33 34%	49 58%s	17 20%	45 62%u
Mean	2.52	2.47	3.04	2.33	2.88f	2.11	2.58	2.35	2.95	2.31	3.02	2.37	2.81n	2.28	2.92p	2.43	2.83r	2.11	2.91	2.32	2.88	2.39
Standard deviation	0.96	0.93	0.96	0.98	0.91	0.91	0.98	0.97	0.85	0.91	0.85	0.82	0.97	0.82	1.01	0.93	0.85	0.87	0.91	1.08	0.98	0.94
Standard error	0.13	0.14	0.18	0.19	0.12	0.12	0.15	0.17	0.12	0.15	0.15	0.16	0.14	0.11	0.11	0.14	0.09	0.12	0.13	0.18	0.14	0.17

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Household Bills Survey**  
**ONLINE Fieldwork : 18th - 20th September 2015**

Absolutes/col percents

Table 20

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- My wife/ female partner often wants the heating temperature set higher than I do**

**Base: All respondents**

	Total	Q8. Whether have control for switching heating on for the winter	
		All who have control	Do not have control
Unweighted base	2004	1974	30
Weighted base	2004	1972	32
NET: Agree	570 28%	562 29%	8 26%
Strongly agree	(4) 239 12%	237 12%	2 6%
Agree	(3) 332 17%	325 17%	6 20%
Disagree	(2) 366 18%	366 19%	- -
Strongly disagree	(1) 133 7%	132 7%	1 3%
NET: Disagree	499 25%	498 25%	1 3%
Don't know	81 4%	77 4%	3 11%
Not applicable	854 43%	834 42%	20 61%
Mean	2.63	2.63	2.99
Standard deviation	0.96	0.96	0.85
Standard error	0.03	0.03	0.30

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 21

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- In my household we disagree over when to turn the heating on for the winter**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	628 31%	309 31%	319 31%	114 47%efgh	130 40%fgh	141 37%fgh	90 26%h	74 25%	80 19%	167 31%	192 33%	127 30%	142 31%	165 32%	169 32%	166 33%	78 27%	50 29%
Strongly agree	(4) 171 9%	79 8%	92 9%	35 14%gh	36 11%gh	34 9%h	28 8%	16 5%	22 5%	51 9%	47 8%	30 7%	44 10%	47 9%	45 9%	41 8%	22 8%	15 9%
Agree	(3) 457 23%	230 23%	228 22%	79 33%fgh	93 29%fgh	107 28%fgh	61 18%	59 19%	58 14%	116 21%	146 25%	97 23%	98 21%	118 23%	124 23%	125 25%	56 19%	34 20%
Disagree	(2) 674 34%	312 32%	363 35%	59 25%	101 32%	114 30%	130 38%ce	118 39%ce	151 36%c	194 36%l	192 33%l	168 40%l	120 26%	153 30%	173 33%	165 33%	119 41% mno	64 37%
Strongly disagree	(1) 308 15%	152 15%	157 15%	27 11%	46 14%	50 13%	49 14%	53 18%	82 20%ce	88 16%	82 14%	61 15%	78 17%	82 16%	83 16%	79 16%	39 13%	25 15%
NET: Disagree	983 49%	463 47%	519 51%	87 36%	148 46%	164 43%	179 53%ce	172 57%cde	234 56%cde	282 52%l	274 47%	229 54%l	198 43%	235 46%	256 48%	245 49%	158 55% m	90 51%
Don't know	79 4%	41 4%	38 4%	22 9%fgh	17 5%h	18 5%h	9 3%	8 3%	4 1%	19 4%	23 4%	23 5%	14 3%	27 5%	18 3%	17 3%	7 2%	10 6%
Not applicable	314 16%	169 17%	145 14%	18 8%	26 8%	58 15%cd	62 18%cd	46 15%cd	103 24% cdeg	72 13%	92 16%k	42 10%	107 23%ijk	83 16%	85 16%	75 15%	46 16%	25 14%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 21

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- In my household we disagree over when to turn the heating on for the winter**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Mean	2.30	2.31	2.30	2.60fgh	2.43gh	2.41gh	2.26h	2.15	2.06	2.29	2.34	2.27	2.32	2.33	2.31	2.31	2.26	2.28
Standard deviation	0.90	0.90	0.90	0.93	0.92	0.89	0.88	0.83	0.85	0.91	0.88	0.84	0.97	0.93	0.90	0.89	0.84	0.89
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.04	0.04	0.06	0.08

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 21

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- In my household we disagree over when to turn the heating on for the winter**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	628 31%	50 29%	36 39% <sup>J</sup>	69 29%	61 34%	66 36%	33 31%	52 28%	77 30%	89 35%	45 25%	51 33%	457 30%	171 36% <sup>s</sup>	249 30%	60 37%	208 29%	111 36% <sup>w</sup>
Strongly agree	(4) 171 9%	15 9%	10 11%	18 8%	13 7%	17 9%	7 7%	12 6%	25 10%	22 9%	15 8%	17 11%	117 8%	54 11% <sup>s</sup>	62 8%	17 11%	55 8%	36 12%
Agree	(3) 457 23%	34 20%	26 29% <sup>J</sup>	51 22%	48 27% <sup>J</sup>	49 27% <sup>J</sup>	25 24%	40 21%	52 21%	66 26% <sup>J</sup>	30 17%	35 22%	339 22%	118 25%	187 23%	43 27%	153 21%	75 24%
Disagree	(2) 674 34%	64 37%	27 30%	80 34%	58 33%	52 28%	47 45% <sup>EH</sup>	69 37%	69 28%	83 32%	72 39% <sup>EH</sup>	52 34%	501 33%	174 37%	260 32%	52 32%	241 34%	122 39%
Strongly disagree	(1) 308 15%	25 15%	15 16%	37 16%	27 15%	27 15%	14 13%	34 18%	43 17%	39 15%	25 14%	22 14%	242 16%	66 14%	131 16%	21 13%	111 16%	45 15%
NET: Disagree	983 49%	90 51%	42 46%	117 50%	86 49%	79 42%	61 57% <sup>E</sup>	103 55% <sup>E</sup>	112 45%	122 48%	97 53%	75 48%	743 48%	240 51%	390 48%	73 45%	352 49%	167 54%
Don't know	79 4%	10 6%	2 3%	10 4%	5 3%	4 2%	1 1%	6 3%	20 8% <sup>EFI</sup>	7 3%	6 3%	8 5%	48 3%	32 7% <sup>s</sup>	21 3%	20 12% <sup>u</sup>	27 4%	12 4%
Not applicable	314 16%	25 14%	11 12%	39 16%	25 14%	37 20%	12 11%	27 14%	43 17%	40 15%	35 19%	21 14%	286 19% <sup>t</sup>	27 6%	160 20% <sup>v</sup>	9 5%	126 18% <sup>x</sup>	19 6%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Prepared by ComRes - Confidential**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 21

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- In my household we disagree over when to turn the heating on for the winter**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respons ible of energy bill (s)	Not respons ible of energy bill (t)	Respons ible of energy bill (u)	Not respons ible of energy bill (v)	Respons ible of energy bill (w)	Not respons ible of energy bill (x)
	Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713
Mean	2.30	2.28	2.40	2.27	2.32	2.39	2.28	2.19	2.31	2.34	2.25	2.36	2.28	2.39	2.28	2.42	2.27	2.37
Standard deviation	0.90	0.89	0.94	0.89	0.88	0.92	0.81	0.87	0.97	0.90	0.87	0.92	0.89	0.91	0.90	0.90	0.89	0.91
Standard error	0.02	0.08	0.11	0.06	0.08	0.08	0.09	0.07	0.07	0.06	0.08	0.08	0.03	0.05	0.04	0.09	0.04	0.05

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 21

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- In my household we disagree over when to turn the heating on for the winter**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	24 25%	26 32%	18 44%	18 35%	31 33%	39 27%	28 35%	33 34%	34 34%	32 38%	18 36%	14 26%	26 30%	26 25%	42 32%	35 28%	40 32%	49 37%	28 28%	18 21%	20 25%	31 43%u
Strongly agree	(4) 5 6%	10 12%	3 8%	6 13%	9 9%	9 7%	5 6%	8 8%	9 9%	8 9%	5 10%	2 4%	5 6%	7 7%	14 10%	11 9%	12 10%	10 8%	8 8%	8 9%	4 5%	12 17%u
Agree	(3) 19 20%	16 20%	15 36%	11 22%	22 23%	29 21%	23 30%	25 25%	24 24%	25 29%	13 26%	12 22%	21 25%	19 18%	29 22%	23 19%	28 22%	39 30%	20 20%	10 12%	16 19%	19 26%
Disagree	(2) 32 34%	32 40%	10 25%	16 33%	26 28%	54 38%	23 29%	36 36%	32 32%	20 23%	20 39%	28 49%	21 25%	48 47% <u>m</u>	34 26%	35 29%	42 34%	41 31%	37 38%	35 41%	34 41%	18 25%
Strongly disagree	(1) 17 18%	8 11%	4 10%	11 22%	14 14%	23 17%	14 18%	14 14%	13 13%	14 17%	6 13%	7 13%	17 20%	16 16%	23 18%	20 16%	21 16%	18 14%	14 14%	12 14%	10 12%	13 17%
NET: Disagree	49 52%	41 51%	14 35%	27 55%	40 42%	77 55%	36 46%	50 50%	45 44%	34 40%	26 52%	35 62%	39 45%	64 63% <u>m</u>	57 44%	55 45%	63 50%	59 45%	51 51%	46 55%	44 53%	31 42%
Don't know	7 7%	3 4%	2 6%	- -	5 5%	6 4%	1 2%	4 4%	3 3%	1 1%	1 2%	- -	1 1%	6 5%	9 7%	11 9%	4 3%	2 2%	3 3%	3 3%	5 6%	3 4%
Not applicable	15 16%	10 13%	6 15%	5 10%	19 20%	20 14%	13 17%	12 13%	19 19%	18 21%	5 9%	7 12%	20 24% <u>n</u>	6 6%	22 17%	21 17%	19 15%	21 16%	17 17%	17 21%	14 17%	8 11%
Mean	2.17	2.41	2.54	2.29	2.37	2.21	2.29	2.34	2.39	2.38	2.38	2.18	2.21	2.18	2.33	2.29	2.31	2.37	2.28	2.21	2.24	2.50
Standard deviation	0.87	0.90	0.85	1.00	0.94	0.86	0.89	0.87	0.90	0.95	0.88	0.73	0.93	0.82	0.98	0.96	0.93	0.88	0.87	0.88	0.79	1.03
Standard error	0.11	0.11	0.15	0.14	0.11	0.08	0.12	0.10	0.12	0.11	0.16	0.10	0.12	0.08	0.10	0.10	0.09	0.08	0.11	0.11	0.10	0.12

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Household Bills Survey**  
**ONLINE Fieldwork : 18th - 20th September 2015**

Absolutes/col percents

Table 21

**Q7. Thinking about the heating in your home, to what extent do you agree or disagree with each of the following statements?**

**- In my household we disagree over when to turn the heating on for the winter**

**Base: All respondents**

	Total	Q8. Whether have control for switching heating on for the winter	
		All who have control	Do not have control
Unweighted base	2004	1974	30
Weighted base	2004	1972	32
NET: Agree	628 31%	618 31%	10 31%
Strongly agree	(4) 171 9%	169 9%	2 6%
Agree	(3) 457 23%	449 23%	8 25%
Disagree	(2) 674 34%	674 34%	1 2%
Strongly disagree	(1) 308 15%	304 15%	5 14%
NET: Disagree	983 49%	977 50%	5 16%
Don't know	79 4%	74 4%	5 15%
Not applicable	314 16%	301 15%	12 37%
Mean	2.30	2.30	2.48
Standard deviation	0.90	0.90	1.08
Standard error	0.02	0.02	0.29

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 22

**Q8. This winter, which month do you expect you will first switch the heating on for the winter in your household?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
I have already switched it on	436 22%	185 19%	251 25%a	52 22%	60 19%	80 21%f	50 15%	83 28%df	112 27%df	106 20%	126 22%	96 23%	108 23%	107 21%	110 21%	119 24%	49 17%	50 29%p
September	180 9%	91 9%	89 9%	22 9%	39 12%g	35 9%	25 7%	16 5%	43 10%g	52 10%	51 9%	42 10%	36 8%	46 9%	52 10%	51 10%	22 8%	9 5%
October	833 42%	402 41%	431 42%	79 33%	112 35%	153 40%	177 52%cddeg h	127 42%	184 44%cd	242 45%	240 41%	170 40%	181 39%	192 38%	215 41%	206 41%	144 50%mmo	76 44%
November	329 16%	164 17%	166 16%	45 19%h	65 20%h	69 18%h	59 17%h	48 16%h	43 10%	85 16%	103 18%	69 16%	73 16%	95 19%	87 16%	80 16%	45 16%	22 13%
December	63 3%	37 4%	26 3%	10 4%h	13 4%gh	19 5%gh	14 4%gh	3 1%	4 1%	17 3%	23 4%	15 4%	8 2%	22 4%	13 3%	13 3%	11 4%	5 3%
January	8 *	6 1%	2 *	4 2%	1 *	1 *	1 *	- -	1 *	3 1%	3 *	1 *	1 *	4 1%	- -	4 1%	- -	- -
February	6 *	4 *	2 *	4 2%fh	- -	2 *	- -	- -	- -	2 *	- -	2 1%	2 *	2 *	- -	- -	2 1%	2 1%no
Never/ Don't particularly use the heating	66 3%	44 4%b	22 2%	11 5%f	16 5%fh	15 4%	4 1%	10 3%	9 2%	12 2%	17 3%	12 3%	25 5%i	19 4%	25 5%o	8 2%	8 3%	6 4%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 22

**Q8. This winter, which month do you expect you will first switch the heating on for the winter in your household?**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
I do not have control over when the heating is switched on - building management is responsible	32 2%	15 2%	17 2%	12 5%efgh	11 3%gh	4 1%	4 1%	-	2 *	9 2%	12 2%	4 1%	8 2%	9 2%	10 2%	9 2%	3 1%	1 1%
Other	49 2%	33 3%b	16 2%	* *	3 1%	4 1%	7 2%	13 4%cde	23 5%cdef	13 2%	6 1%	10 2%	20 4%j	13 3%	16 3%	13 3%	4 1%	3 2%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 22

**Q8. This winter, which month do you expect you will first switch the heating on for the winter in your household?**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
I have already switched it on	436 22%	50 29% <small>LJK</small>	26 28% <small>J</small>	49 21%	44 25% <small>J</small>	39 21%	25 23%	43 23% <small>J</small>	57 23% <small>J</small>	50 19%	25 14%	28 18%	329 21%	107 23%	164 20%	21 13%	164 23%	86 28%
September	180 9%	9 5%	7 8%	25 10% <small>LJ</small>	19 11% <small>LJ</small>	16 9%	15 14% <small>AIJ</small>	21 11% <small>LJ</small>	34 14% <small>AIJ</small>	11 4%	7 4%	15 10%	133 9%	47 10%	70 9%	20 12%	63 9%	27 9%
October	833 42%	76 44%	36 40%	96 41%	74 42%	75 41%	41 38%	66 35%	87 34%	105 41%	103 57% <small>ABCD EFGHI</small>	73 47% <small>H</small>	653 43%	180 38%	341 42%	61 38%	312 44%	119 38%
November	329 16%	22 13%	14 16%	43 18%	22 12%	30 16%	15 15%	37 20%	32 13%	63 25% <small>ADHK</small>	30 16%	20 13%	263 17%	66 14%	140 17%	24 15%	124 17%	42 14%
December	63 3%	5 3%	1 1%	7 3%	4 2%	1 *	4 4%	7 4% <small>E</small>	15 6% <small>E</small>	7 3%	7 4% <small>E</small>	6 4%	44 3%	20 4%	28 3%	9 5%	16 2%	11 3%
January	8 *	- -	2 2%	3 1%	- -	- -	- -	- -	3 1%	1 1%	- -	- -	6 *	3 1%	5 1%	1 1%	1 *	1 *
February	6 *	2 1%	- -	- -	- -	- -	2 2% <small>l</small>	- -	2 1%	- -	- -	- -	4 *	2 *	2 *	2 1%	2 *	- -
Never/ Don't particularly use the heating	66 3%	6 4%	3 3%	4 2%	1 1%	12 6% <small>CD</small>	4 3%	7 4%	7 3%	11 4% <small>D</small>	4 2%	6 4%	55 4%	11 2%	38 5%	6 4%	16 2%	6 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared by ComRes - Confidential



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 22

**Q8. This winter, which month do you expect you will first switch the heating on for the winter in your household?**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
I do not have control over when the heating is switched on - building management is responsible	32 2%	1 1%	- -	5 2%	4 2%	4 2%	- -	3 1%	7 3%	2 1%	3 2%	4 2%	8 1%	25 5% <sub>s</sub>	3 *	12 7% <sub>u</sub>	5 1%	13 4% <sub>w</sub>
Other	49 2%	3 2%	1 1%	4 2%	8 4%	9 5%	1 1%	3 2%	8 3%	6 2%	3 2%	5 3%	39 3%	10 2%	28 3%	6 3%	11 2%	5 1%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 22

**Q8. This winter, which month do you expect you will first switch the heating on for the winter in your household?**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
I have already switched it on	25 26%	25 31%	11 28%	14 29%	17 18%	32 23%	14 18%	30 31%	14 14%	25 29%	11 22%	14 24%	20 23%	23 23%	26 20%	31 26%	25 20%	25 19%	10 10%	15 17%	12 14%	16 22%
September	3 3%	6 7%	1 3%	6 12%	14 14%	11 8%	5 6%	14 15%	8 8%	8 9%	13 26%	2 4%	8 10%	13 13%	22 17%	12 10%	5 4%	7 5%	5 5%	3 3%	8 10%	7 10%
October	38 41%	38 47%	17 42%	19 38%	40 42%	56 40%	35 45%	39 39%	44 44%	31 36%	17 35%	24 42%	27 31%	39 39%	44 34%	43 35%	45 36%	60 46%	55 58%	49 58%	40 49%	33 45%
November	17 18% <sup>b</sup>	5 6%	5 12%	9 19%	13 14%	30 21%	10 13%	12 12%	14 14%	16 19%	6 12%	9 17%	19 22%	18 17%	17 13%	16 13%	36 29%	27 21%	16 17%	13 16%	9 11%	10 14%
December	2 2%	2 3%	1 1%	1 1%	4 5%	3 2%	4 5%	-	-	1 1%	1 1%	3 6%	2 2%	5 5%	8 6%	7 6%	6 4%	2 1%	5 5%	2 2%	5 6%	1 1%
January	-	-	2 4%	-	3 3%	-	-	-	-	-	-	-	-	-	1 1%	2 2%	1 1%	-	-	-	-	-
February	-	2 2%	-	-	-	-	-	-	-	-	2 4%	-	-	-	2 1%	-	-	-	-	-	-	-
Never/ Don't particularly use the heating	6 6%	* 1%	3 7%	-	1 1%	3 2%	1 2%	-	10 10%	2 3%	-	4 6%	5 6%	1 1%	4 3%	3 2%	6 5%	5 4%	3 3%	2 2%	5 6%	1 2%
I do not have control over when the heating is switched on - building management is responsible	-	1 1%	-	-	-	5 4%	3 4%	1 1%	3 3%	1 1%	-	-	2 2%	1 1%	5 4%	2 2%	-	2 2%	2 2%	1 1%	-	4 5%
Other	3 3%	* 1%	1 2%	-	3 3%	1 1%	6 7%	2 2%	6 6%	2 3%	-	1 1%	2 2%	1 1%	3 2%	5 4%	3 2%	3 2%	3 3%	-	4 5%	1 1%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 23

**Q9. When you have the heating switched on at home, who generally has the final say on what temperature it should be set at?**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Me	937 47%	458 47%	479 47%	90 37%	157 49% <sup>c</sup>	199 52% <sup>c</sup>	166 49% <sup>c</sup>	135 45%	190 45%	223 41%	281 48% <sup>i</sup>	188 45%	246 53% <sup>ik</sup>	233 46%	248 47%	245 49%	130 45%	81 47%
My wife/ female partner	175 9%	170 17% <sup>b</sup>	4 *	7 3%	22 7%	41 11% <sup>c</sup>	38 11% <sup>c</sup>	27 9% <sup>c</sup>	40 9% <sup>c</sup>	57 10% <sup>l</sup>	59 10% <sup>l</sup>	35 8%	24 5%	42 8%	55 10%	43 9%	23 8%	12 7%
My husband/ male partner	139 7%	15 2%	124 12% <sup>a</sup>	13 5%	24 8%	25 7%	25 7%	28 9%	24 6%	44 8% <sup>j</sup>	25 4%	41 10% <sup>j</sup>	29 6%	39 8%	38 7%	34 7%	20 7%	6 4%
An older relative	78 4%	31 3%	48 5%	44 18% <sup>defgh</sup>	19 6% <sup>fgh</sup>	12 3% <sup>gh</sup>	3 1%	* -	- -	16 3%	20 3%	20 5%	24 5%	17 3%	24 5%	20 4%	11 4%	6 3%
My children	7 *	1 *	6 1%	3 1%	- -	4 1%	* *	- -	- -	3 1%	1 *	1 *	1 *	4 1%	1 *	1 *	- -	* *
It is a shared decision	619 31%	285 29%	334 33%	63 26%	84 26%	92 24%	107 31% <sup>e</sup>	109 36% <sup>cde</sup>	163 39% <sup>cdef</sup>	192 35% <sup>l</sup>	179 31%	125 30%	123 27%	160 31%	152 29%	145 29%	97 34%	65 37%
Someone else	18 1%	8 1%	10 1%	8 3% <sup>efgh</sup>	5 2%	2 1%	1 *	- -	2 *	2 *	3 *	6 1%	7 2%	1 *	5 1%	9 2% <sup>m</sup>	1 *	2 1%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 23

**Q9. When you have the heating switched on at home, who generally has the final say on what temperature it should be set at?**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
My household does not have control over the temperature the heating is set at - building management is responsible	32 2%	14 1%	17 2%	12 5%efgh	9 3%fh	6 2%	1 *	1 *	2 *	4 1%	15 3%i	6 1%	7 1%	13 3%	6 1%	5 1%	6 2%	2 1%
NET: Female	654 33%	170 17%	484 47%a	55 23%	105 33%c	127 33%c	142 42%cdeh	114 38%ch	112 27%	156 29%	214 37%i	135 32%	149 32%	158 31%	175 33%	184 37%	85 29%	52 30%
NET: Male	597 30%	473 48%b	124 12%	54 23%	99 31%	138 36%cfg	87 25%	76 25%	142 34%cfg	167 31%	150 26%	129 31%	150 32%j	157 31%	166 31%	138 28%	88 31%	47 27%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 23

**Q9. When you have the heating switched on at home, who generally has the final say on what temperature it should be set at?**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Male		Female	
													Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Me	937 47%	81 47%	46 51%	116 49%	84 47%	83 45%	38 36%	90 48%	119 47%	114 44%	92 50%F	74 47%	816 53%t	121 26%	415 51%v	43 26%	401 56%x	78 25%
My wife/ female partner	175 9%	12 7%	9 10%	20 8%	14 8%	19 10%	15 14%J	15 8%	21 8%	21 8%	8 4%	21 13%J	146 10%t	29 6%	145 18%	26 16%	1 *	3 1%
My husband/ male partner	139 7%	6 4%	4 5%	16 7%	14 8%	13 7%	7 6%	15 8%	21 8%	18 7%	14 7%	10 6%	89 6%	49 11% <u>s</u>	12 1%	3 2%	78 11%	46 15%
An older relative	78 4%	6 3%	1 1%	9 4%	10 6%K	13 7%K	2 2%	10 5%K	7 3%	10 4%	9 5%K	1 1%	17 1%	61 13% <u>s</u>	10 1%	20 12% <u>u</u>	7 1%	41 13% <u>w</u>
My children	7 *	* 2%	1 2%	- -	- -	- -	- -	- -	4 2%	- -	- -	1 1%	5 *	2 *	* 1%	1 1%	4 1%	1 *
It is a shared decision	619 31%	65 37%	26 29%	68 29%	50 29%	51 27%	40 38%	54 29%	74 29%	85 33%	57 31%	48 31%	443 29%	176 37% <u>s</u>	227 28%	58 36%	216 30%	117 38% <u>w</u>
Someone else	18 1%	2 1%	2 3%H	4 2%	3 2%	4 2%	- -	1 1%	- -	1 *	1 *	- -	8 1%	10 2% <u>s</u>	4 1%	3 2%	4 1%	6 2% <u>w</u>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 23

**Q9. When you have the heating switched on at home, who generally has the final say on what temperature it should be set at?**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
													Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
My household does not have control over the temperature the heating is set at - building management is responsible	32 2%	2 1%	- -	3 1%	2 1%	2 1%	4 3%	3 1%	6 2%	7 3%	3 1%	1 *	9 1%	23 5% <sup>s</sup>	7 1%	7 4% <sup>u</sup>	2 *	15 5% <sup>w</sup>
NET: Female	654 33%	52 30%	35 39% <sup>J</sup>	85 36% <sup>J</sup>	63 36% <sup>J</sup>	60 32%	42 39% <sup>J</sup>	57 30%	78 31%	79 31%	44 24%	59 38% <sup>J</sup>	547 36% <sup>t</sup>	107 23%	145 18%	26 16%	402 56% <sup>x</sup>	81 26%
NET: Male	597 30%	47 27%	24 27%	67 28%	48 27%	56 30% <sup>F</sup>	19 17%	64 34% <sup>F</sup>	82 33% <sup>F</sup>	74 29% <sup>F</sup>	70 38% <sup>F</sup>	46 30%	504 33% <sup>t</sup>	92 20%	427 52% <sup>v</sup>	46 29%	78 11%	46 15%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 23

**Q9. When you have the heating switched on at home, who generally has the final say on what temperature it should be set at?**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
Me	41 44%	40 50%	20 48%	26 53%	50 53%	65 46%	34 44%	50 50%	42 42%	41 48%	12 24%	27 47%	49 57%	42 41%	61 47%	57 47%	56 44%	58 44%	56 57%	36 43%	36 44%	38 52%
My wife/ female partner	12 13%b	-	9 23%d	-	18 19%f	2 1%	13 16%h	1 1%	19 19%j	-	15 30%	-	15 17%n	-	21 16%p	-	21 17%r	-	8 8%t	-	20 24%v	1 2%
An older relative	3 3%	3 4%	-	1 2%	1 1%	8 6%	5 7%	5 5%	7 7%	6 7%	2 4%	* 1%	3 3%	7 7%	3 2%	4 3%	5 4%	5 4%	2 2%	7 8%	-	1 1%
My children	* *	-	-	1 3%	-	-	-	-	-	-	-	-	-	-	-	4 3%	-	-	-	-	-	1 1%
My husband/ male partner	-	6 8%a	-	4 9%	3 3%	14 10%	1 2%	12 12%g	3 3%	10 12%i	1 1%	6 11%	-	15 15%m	3 2%	18 15%o	4 3%	15 11%q	1 1%	13 15%s	-	10 14%u
It is a shared decision	36 38%	29 36%	12 30%	14 28%	23 25%	45 32%	20 26%	30 31%	23 23%	27 32%	17 34%	23 41%	19 22%	35 34%	40 31%	34 28%	38 30%	47 36%	31 31%	26 31%	26 31%	22 30%
Someone else	1 1%	1 1%	-	2 5%	-	4 3%	3 4%	-	4 3%	-	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-
My household does not have control over the temperature the heating is set at - building management is responsible	1 1%	1 1%	-	-	-	3 2%	1 2%	1 1%	2 2%	1 1%	4 7%	-	1 1%	2 2%	2 2%	3 3%	3 2%	4 3%	1 1%	2 2%	-	1 1%
NET: Female	12 13%	40 50%a	9 23%	26 53%c	18 19%	67 48%e	13 16%	51 51%g	19 19%	41 48%i	15 30%	27 47%	15 17%	42 41%m	21 16%	57 47%o	21 17%	58 44%q	8 8%	36 43%s	20 24%	39 53%u
NET: Male	41 44%b	6 8%	20 48%d	4 9%	53 56%f	14 10%	36 46%h	12 12%	46 46%j	10 12%	12 25%	6 11%	49 57%n	15 15%	64 49%p	18 15%	60 47%r	15 11%	57 58%t	13 15%	36 44%v	10 14%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 24  
**Q10. How likely are you to change each of the following in the next 12 months?**  
**- Summary table**  
**Base: All respondents**

		Mobile phone supplier (e.g. O2, Vodafone)	Broadband supplier (e.g. BT, Sky, Virgin)	Home phone supplier (e.g. BT, Sky, Virgin)	Insurance provider of any type (e.g. home or car)	Energy supplier or tariff (e.g. gas or electricity)	Bank account
Unweighted base		2004	2004	2004	2004	2004	2004
Weighted base		2004	2004	2004	2004	2004	2004
NET: Likely		296 15%	333 17%	292 15%	702 35%	385 19%	197 10%
Very likely	(5)	109 5%	112 6%	98 5%	274 14%	106 5%	55 3%
Fairly likely	(4)	188 9%	221 11%	194 10%	427 21%	279 14%	142 7%
Neither likely nor unlikely	(3)	316 16%	328 16%	335 17%	400 20%	442 22%	280 14%
Fairly unlikely	(2)	403 20%	408 20%	414 21%	236 12%	377 19%	400 20%
Very unlikely	(1)	819 41%	782 39%	770 38%	373 19%	606 30%	1035 52%
NET: Unlikely		1222 61%	1190 59%	1184 59%	609 30%	983 49%	1435 72%
Don't know		118 6%	111 6%	125 6%	155 8%	165 8%	81 4%
Not applicable - I don't have this		51 3%	43 2%	68 3%	138 7%	29 1%	12 1%
Mean		2.11	2.17	2.14	3.00	2.39	1.84
Standard deviation		1.24	1.26	1.23	1.38	1.25	1.10
Standard error		0.03	0.03	0.03	0.03	0.03	0.03



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 25  
**Q10. How likely are you to change each of the following in the next 12 months?**  
**- Mobile phone supplier (e.g. O2, Vodafone)**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Likely	296 15%	149 15%	147 14%	53 22% <sup>efgh</sup>	72 22% <sup>efgh</sup>	69 18% <sup>gh</sup>	44 13% <sup>h</sup>	27 9%	33 8%	101 19% <sup>l</sup>	87 15% <sup>l</sup>	65 16% <sup>l</sup>	42 9%	89 17% <sup>p</sup>	86 16% <sup>p</sup>	76 15%	27 9%	19 11%
Very likely	(5) 109 5%	60 6%	48 5%	27 11% <sup>efgh</sup>	30 9% <sup>efgh</sup>	19 5%	14 4%	7 2%	12 3%	33 6%	33 6%	19 5%	23 5%	37 7% <sup>q</sup>	26 5%	31 6%	10 3%	4 2%
Fairly likely	(4) 188 9%	89 9%	99 10%	26 11% <sup>h</sup>	41 13% <sup>gh</sup>	50 13% <sup>gh</sup>	30 9% <sup>h</sup>	20 7%	21 5%	68 13% <sup>l</sup>	54 9% <sup>l</sup>	46 11% <sup>l</sup>	19 4%	52 10%	59 11% <sup>p</sup>	44 9%	17 6%	15 9%
Neither likely nor unlikely	(3) 316 16%	170 17%	146 14%	38 16%	58 18% <sup>g</sup>	69 18% <sup>gh</sup>	68 20% <sup>gh</sup>	31 10%	52 12%	90 17%	106 18%	52 12%	68 15%	72 14%	92 17%	76 15%	51 18%	26 15%
Fairly unlikely	(2) 403 20%	208 21%	195 19%	44 18%	59 18%	81 21%	73 21%	54 18%	91 22%	119 22% <sup>k</sup>	127 22% <sup>k</sup>	61 14%	96 21% <sup>k</sup>	96 19%	83 16%	118 23% <sup>n</sup>	69 24% <sup>n</sup>	37 21%
Very unlikely	(1) 819 41%	368 37%	451 44% <sup>a</sup>	74 31%	108 34%	131 34%	129 38%	166 55% <sup>cdef</sup>	212 50% <sup>cdef</sup>	193 36%	220 38%	199 47% <sup>ij</sup>	207 45% <sup>ij</sup>	207 41%	228 43%	191 38%	116 40%	77 44%
NET: Unlikely	1222 61%	576 59%	646 63%	117 49%	167 52%	213 56%	202 59% <sup>c</sup>	220 73% <sup>cdef</sup>	303 72% <sup>cdef</sup>	312 58%	347 60%	260 62%	304 66% <sup>i</sup>	303 59%	311 59%	309 61%	185 64%	114 66%
Don't know	118 6%	57 6%	61 6%	27 11% <sup>gh</sup>	18 6%	25 6% <sup>h</sup>	26 8% <sup>h</sup>	11 4%	12 3%	26 5%	36 6%	33 8%	24 5%	30 6%	29 6%	32 6%	16 6%	11 6%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 25

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Mobile phone supplier (e.g. O2, Vodafone)**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Not applicable - I don't have this	51 3%	29 3%	22 2%	6 2%	5 2%	6 2%	2 *	11 4% <sup>f</sup>	21 5% <sup>def</sup>	12 2%	5 1%	10 2%	24 5% <sup>ij</sup>	16 3%	11 2%	10 2%	9 3%	4 2%
Mean	2.11	2.18 <sup>b</sup>	2.04	2.46 <sup>gh</sup>	2.42 <sup>gh</sup>	2.27 <sup>gh</sup>	2.13 <sup>gh</sup>	1.73	1.79	2.27 <sup>kl</sup>	2.17 <sup>i</sup>	2.01	1.92	2.17	2.12	2.14	2.00	1.94
Standard deviation	1.24	1.25	1.23	1.41	1.37	1.25	1.18	1.07	1.07	1.28	1.23	1.27	1.16	1.32	1.27	1.25	1.12	1.12
Standard error	0.03	0.04	0.04	0.11	0.08	0.07	0.06	0.06	0.05	0.05	0.06	0.08	0.06	0.06	0.06	0.06	0.07	0.09

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 25

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Mobile phone supplier (e.g. O2, Vodafone)**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
	Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Likely	296 15%	19 11%	14 15%	38 16%J	23 13%	38 20%AJK	14 13%	34 18%JK	48 19%AJK	41 16%J	14 8%	14 9%	227 15%	70 15%	121 15%	28 17%	106 15%	41 13%
Very likely	(5) 109 5%	4 2%	7 8%JK	17 7%JK	8 5%	11 6%J	9 8%JK	13 7%JK	22 9%AJK	15 6%J	1 1%	2 2%	85 6%	23 5%	49 6%	11 7%	36 5%	12 4%
Fairly likely	(4) 188 9%	15 9%	7 8%	22 9%	15 9%	27 14%FJ	5 5%	21 11%	27 11%	26 10%	13 7%	11 7%	141 9%	47 10%	72 9%	17 11%	69 10%	29 10%
Neither likely nor unlikely	(3) 316 16%	26 15%	8 9%	33 14%	35 20%	35 19%	22 21%B	33 17%	36 14%	36 14%	29 16%	24 15%	252 16%	64 14%	143 17%	27 17%	109 15%	37 12%
Fairly unlikely	(2) 403 20%	37 21%E	23 25%E	56 24%EG	39 22%E	22 12%	24 22%E	28 15%	40 16%	56 22%E	45 25%EG	33 21%E	323 21%	80 17%	185 23%	23 14%	137 19%	57 19%
Very unlikely	(1) 819 41%	77 44%	40 44%	87 37%	64 36%	77 41%	38 35%	82 44%	97 39%	109 43%	79 43%	69 44%	620 40%	200 42%	311 38%	57 35%	309 43%	142 46%
NET: Unlikely	1222 61%	114 66%EH	63 70%EH	143 61%	103 58%	99 53%	61 58%	110 59%	137 55%	165 64%EH	123 68%EH	102 66%E	942 61%	280 59%	496 61%v	80 49%	446 63%	200 65%
Don't know	118 6%	11 6%	3 4%	16 7%	13 7%	8 4%	7 7%	9 5%	21 8%l	9 3%	9 5%	12 8%	75 5%	43 9% <sub>s</sub>	38 5%	19 12% <sub>u</sub>	38 5%	24 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 25

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Mobile phone supplier (e.g. O2, Vodafone)**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respons-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respons-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respons-ible of energy bill (w)	Not respons-ible of energy bill (x)
	Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	1533	471	820	162	713	308
Not applicable - I don't have this	51 3%	4 2%	2 2%	5 2%	3 2%	5 3%	1 1%	2 1%	10 4%	6 2%	8 4%	4 3%	37 2%	14 3%	22 3%	7 4%	15 2%	7 2%
Mean	2.11	1.94	2.03	2.18JK	2.16	2.26AJK	2.22J	2.17J	2.25AJK	2.10	1.87	1.89	2.12	2.07	2.16	2.28	2.07	1.96
Standard deviation	1.24	1.12	1.28	1.28	1.19	1.34	1.26	1.33	1.38	1.26	1.00	1.07	1.24	1.26	1.24	1.34	1.24	1.21
Standard error	0.03	0.09	0.13	0.09	0.10	0.11	0.13	0.10	0.09	0.08	0.08	0.09	0.03	0.06	0.05	0.13	0.05	0.07

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 25

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Mobile phone supplier (e.g. O2, Vodafone)**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Likely	12	7	3	10	17	21	11	13	18	20	8	5	19	15	27	22	18	22	7	7	9	5
	12%	9%	8%	21%	18%	15%	14%	13%	18%	23%	17%	10%	22%	15%	20%	18%	14%	17%	7%	8%	11%	6%
Very likely	(5)	1	3	-	7	9	5	3	5	6	7	2	10	3	15	7	8	7	1	1	2	-
		1%	4%	-	14% <sup>c</sup>	8%	7%	6%	4%	5%	7%	14%	4%	12% <sup>n</sup>	3%	11%	6%	6%	6%	1%	1%	3%
Fairly likely	(4)	11	4	3	4	10	12	6	9	13	14	2	3	9	12	12	15	11	15	7	6	7
		11%	5%	8%	7%	10%	9%	8%	9%	13%	16%	3%	6%	11%	12%	9%	12%	8%	11%	7%	7%	8%
Neither likely nor unlikely	(3)	14	11	6	2	15	18	11	23	23	13	13	10	12	20	21	15	21	15	21	7	13
		15%	14%	16%	4%	16%	13%	14%	24%	23%	15%	26%	17%	14%	20%	16%	12%	16%	12%	22% <sup>t</sup>	9%	16%
Fairly unlikely	(2)	15	22	14	9	27	28	22	17	15	6	10	14	14	23	17	27	29	24	21	16	17
		16%	28%	35%	18%	29%	20%	28%	18%	15%	8%	20%	24%	16%	14%	18%	14%	22%	22%	24%	25%	19%
Very unlikely	(1)	44	33	14	27	29	58	29	35	36	41	14	24	37	45	43	54	53	35	43	34	35
		46%	42%	33%	54%	31%	41%	37%	35%	36%	48%	28%	42%	43%	45%	33%	45%	42%	43%	36%	51%	42%
NET: Unlikely		59	56	28	35	56	86	51	52	52	47	24	37	51	59	66	71	80	85	59	64	50
		62%	69%	68%	71%	60%	61%	65%	53%	51%	55%	49%	66%	59%	58%	51%	59%	63%	65%	60%	76% <sup>s</sup>	60%
Don't know		7	4	3	-	5	11	3	10	5	3	4	4	2	7	12	10	3	5	3	9	3
		7%	5%	8%	-	5%	8%	4%	10%	5%	4%	7%	7%	2%	7%	9%	8%	3%	4%	5%	4%	10%
Not applicable - I don't have this		3	2	-	2	1	4	3	1	3	2	1	*	2	-	5	4	4	2	6	3	2
		3%	2%	-	4%	1%	3%	3%	1%	3%	2%	2%	1%	2%	-	4%	3%	3%	2%	6%	3%	2%
Mean	1.94	1.94	1.99	2.06	2.31	2.09	2.11	2.19	2.29	2.23	2.48	1.98	2.29	2.08	2.40	2.10	2.10	2.09	2.01	1.72	1.99	1.78
Standard deviation	1.15	1.10	0.95	1.49	1.27	1.29	1.21	1.19	1.27	1.42	1.37	1.13	1.44	1.21	1.41	1.33	1.25	1.27	1.01	0.98	1.17	0.96
Standard error	0.13	0.12	0.15	0.21	0.14	0.11	0.16	0.13	0.14	0.15	0.23	0.15	0.17	0.12	0.14	0.12	0.11	0.10	0.12	0.11	0.15	0.11

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 26

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Broadband supplier (e.g. BT, Sky, Virgin)**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Likely	333 17%	173 18%	159 16%	58 24% <sup>fgh</sup>	75 23% <sup>fgh</sup>	83 22% <sup>fgh</sup>	50 15% <sup>h</sup>	34 11%	33 8%	99 18% <sup>l</sup>	119 20% <sup>kl</sup>	57 13%	59 13%	107 21% <sup>np</sup>	75 14%	82 16%	40 14%	29 17%
Very likely	(5) 112 6%	59 6%	52 5%	25 11% <sup>fgh</sup>	24 8% <sup>gh</sup>	28 7% <sup>gh</sup>	15 4%	9 3%	10 2%	37 7% <sup>k</sup>	36 6%	14 3%	25 6%	32 6%	27 5%	28 6%	13 4%	12 7%
Fairly likely	(4) 221 11%	114 12%	107 10%	33 14% <sup>h</sup>	50 16% <sup>gh</sup>	55 14% <sup>gh</sup>	35 10% <sup>h</sup>	25 8%	23 5%	61 11% <sup>l</sup>	83 14% <sup>l</sup>	43 10%	33 7%	74 15% <sup>n</sup>	48 9%	54 11%	28 10%	17 10%
Neither likely nor unlikely	(3) 328 16%	171 17%	156 15%	31 13%	63 20%	65 17%	66 19%	41 14%	62 15%	97 18%	94 16%	69 16%	68 15%	75 15%	103 19% <sup>o</sup>	64 13%	60 21% <sup>o</sup>	26 15%
Fairly unlikely	(2) 408 20%	224 23% <sup>b</sup>	184 18%	56 23%	65 20%	83 22%	58 17%	55 18%	92 22%	121 22%	121 21%	76 18%	90 20%	92 18%	106 20%	110 22%	70 24%	31 18%
Very unlikely	(1) 782 39%	351 36%	431 42% <sup>a</sup>	58 24%	91 28%	123 32%	140 41% <sup>cde</sup>	156 52% <sup>cdef</sup>	214 51% <sup>cdef</sup>	192 35%	202 35%	192 46% <sup>ij</sup>	197 43% <sup>ij</sup>	200 39%	198 38%	206 41%	101 35%	76 44%
NET: Unlikely	1190 59%	575 59%	615 60%	114 47%	155 48%	206 54%	198 58% <sup>cd</sup>	211 70% <sup>cdef</sup>	306 73% <sup>cdef</sup>	313 58%	323 55%	268 64% <sup>j</sup>	287 62%	292 57%	304 58%	316 63%	171 59%	107 61%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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**- Broadband supplier (e.g. BT, Sky, Virgin)**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Don't know	111 6%	42 4%	68 7% <sup>a</sup>	23 10% <sup>gh</sup>	20 6%	20 5%	22 7% <sup>h</sup>	12 4%	13 3%	24 4%	36 6%	23 5%	28 6%	22 4%	32 6%	35 7%	13 4%	9 5%
Not applicable - I don't have this	43 2%	20 2%	23 2%	14 6% <sup>efgh</sup>	7 2%	7 2%	4 1%	4 1%	7 2%	8 1%	11 2%	4 1%	20 4% <sup>ijkl</sup>	13 3%	15 3%	6 1%	5 2%	3 2%
Mean	2.17	2.25 <sup>b</sup>	2.10	2.56 <sup>fgh</sup>	2.50 <sup>fgh</sup>	2.38 <sup>fgh</sup>	2.13 <sup>gh</sup>	1.87	1.81	2.28 <sup>kl</sup>	2.31 <sup>kl</sup>	2.01	2.03	2.25	2.17	2.11	2.19	2.13
Standard deviation	1.26	1.26	1.26	1.38	1.31	1.31	1.23	1.15	1.05	1.28	1.30	1.19	1.23	1.33	1.22	1.26	1.18	1.32
Standard error	0.03	0.04	0.04	0.11	0.08	0.07	0.07	0.07	0.05	0.05	0.06	0.07	0.06	0.06	0.06	0.06	0.07	0.10

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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**- Broadband supplier (e.g. BT, Sky, Virgin)**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female			
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Likely	333 17%	29 17%	23 25% DIJK	40 17%	19 11%	30 16%	18 17%	27 15%	72 29% ACDE FGJK	34 13%	22 12%	17 11%	262 17%	71 15%	144 18%	29 18%	118 16%	42 14%
Very likely	(5) 6%	12 7%	5 6%	16 7%	6 4%	7 4%	8 7%	13 7%	23 9% IJ	10 4%	5 3%	7 4%	79 5%	32 7%	42 5%	17 11% u	37 5%	15 5%
Fairly likely	(4) 11%	17 10%	18 19% ACDG IJK	23 10%	13 7%	23 13%	10 9%	14 8%	50 20% ACDF GJK	24 10%	17 10%	11 7%	182 12%	38 8%	102 12%	12 7%	80 11%	26 9%
Neither likely nor unlikely	(3) 16%	26 15%	11 12%	33 14%	21 12%	33 18%	19 18%	39 21% D	39 15%	36 14%	41 22% D	31 20%	267 17%	61 13%	146 18%	25 16%	120 17%	36 12%
Fairly unlikely	(2) 20%	31 18%	16 17%	52 22% H	42 24% H	42 23% H	29 27% H	37 19%	31 12%	61 24% H	41 23% H	27 18%	312 20%	97 21%	188 23%	37 23%	124 17%	60 19%
Very unlikely	(1) 39%	76 44%	36 39%	90 38%	80 45%	66 36%	36 34%	71 38%	90 36%	110 43%	66 36%	62 40%	597 39%	185 39%	301 37%	50 31%	297 42%	134 44%
NET: Unlikely	1190 59%	107 61% H	51 57%	142 60% H	122 69% GH	108 58%	64 60%	107 57%	121 48%	171 67% H	107 59%	89 57%	909 59%	281 60%	488 60%	87 54%	421 59%	194 63%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 26

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Broadband supplier (e.g. BT, Sky, Virgin)**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
													Respons ible of energy bill (s)	Not respons ible of energy bill (t)	Respons ible of energy bill (u)	Not respons ible of energy bill (v)	Respons ible of energy bill (w)	Not respons ible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Don't know	111 6%	9 5%	5 6%	17 7%	13 7%	8 4%	4 4%	11 6%	13 5%	9 3%	8 5%	14 9%l	71 5%	40 8% <sub>s</sub>	28 3%	14 9% <sub>u</sub>	43 6%	25 8%
Not applicable - I don't have this	43 2%	3 2%	1 1%	4 2%	2 1%	6 3%	1 1%	3 2%	7 3%	7 3%	4 2%	5 3%	25 2%	18 4% <sub>s</sub>	13 2%	7 4%	12 2%	11 3%
Mean	2.17	2.13	2.30 <sub>D</sub>	2.18	1.91	2.20	2.26	2.21	2.50 <sub>ACD</sub> 1 <sub>JK</sub>	2.02	2.15	2.07	2.19	2.12	2.23	2.35	2.15	2.00
Standard deviation	1.26	1.32	1.36	1.29	1.14	1.21	1.25	1.27	1.43	1.17	1.13	1.19	1.25	1.29	1.24	1.36	1.27	1.24
Standard error	0.03	0.10	0.14	0.09	0.09	0.09	0.13	0.09	0.10	0.07	0.09	0.10	0.03	0.07	0.05	0.13	0.05	0.08

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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## Household Bills Survey

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Absolutes/col percents

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**- Broadband supplier (e.g. BT, Sky, Virgin)**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids		
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)	
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82	
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*	
NET: Likely	13	16	11	12	18	22	8	11	16	14	13	5	19	8	38	34	15	20	16	7	6	11	
	14%	20%	26%	24%	19%	15%	10%	12%	16%	16%	26%	8%	22% <sub>n</sub>	8%	29%	28%	11%	15%	16%	8%	7%	15%	
Very likely	(5)	5	7	2	3	7	10	2	5	5	2	7	1	10	4	15	7	4	6	2	3	2	5
		5%	9%	5%	6%	7%	7%	2%	5%	5%	3%	13%	2%	11%	4%	12%	6%	3%	4%	2%	3%	2%	7%
Fairly likely	(4)	8	9	9	9	11	12	6	7	12	12	6	4	9	5	23	27	11	14	14	4	5	6
		9%	11%	22%	18%	12%	9%	8%	7%	11%	14%	13%	6%	11%	5%	18%	22%	8%	11%	14%	5%	6%	8%
Neither likely nor unlikely	(3)	15	11	7	4	14	19	7	14	19	14	7	12	15	24	23	16	21	16	25	16	20	11
		16%	14%	17%	7%	15%	14%	9%	14%	19%	16%	14%	21%	17%	24%	17%	13%	16%	12%	26%	19%	24%	15%
Fairly unlikely	(2)	15	16	10	6	20	32	29	13	26	16	18	10	16	21	15	16	37	25	28	13	13	15
		15%	20%	23%	13%	21%	23%	37% <sub>h</sub>	14%	26%	19%	37%	18%	18%	20%	11%	13%	29%	19%	29%	15%	15%	20%
Very unlikely	(1)	43	33	12	24	38	52	32	48	31	35	12	24	32	39	41	49	50	60	23	42	36	26
		46%	41%	28%	48%	40%	37%	41%	48%	31%	41%	23%	43%	37%	38%	32%	40%	40%	46%	24%	50% <sub>s</sub>	43%	35%
NET: Unlikely		58	49	21	30	58	84	61	61	57	51	30	34	48	59	56	65	87	85	52	55	49	40
		62%	61%	52%	61%	61%	60%	78%	62%	57%	60%	60%	61%	56%	58%	43%	54%	69%	65%	52%	66%	59%	55%
Don't know		6	3	2	3	4	12	1	12	4	4	-	4	3	8	9	4	3	6	4	4	5	8
		6%	4%	5%	6%	5%	9%	2%	12% <sub>g</sub>	4%	5%	-	8%	4%	8%	7%	3%	2%	5%	5%	5%	7%	11%
Not applicable - I don't have this		2	1	-	1	1	3	1	1	4	2	-	1	1	2	4	2	2	5	1	3	3	2
		2%	1%	-	2%	1%	2%	1%	1%	4%	2%	-	2%	2%	2%	3%	2%	1%	4%	1%	4%	4%	3%
Mean	2.03	2.23	2.49	2.14	2.21	2.16	1.89	1.92	2.27	2.12	2.56	1.97	2.37	2.07	2.63	2.37	2.03	2.01	2.39 <sub>t</sub>	1.86	1.97	2.20	
Standard deviation	1.27	1.37	1.28	1.41	1.32	1.28	1.02	1.23	1.20	1.21	1.34	1.10	1.41	1.12	1.46	1.39	1.11	1.24	1.09	1.12	1.09	1.30	
Standard error	0.14	0.15	0.21	0.20	0.14	0.11	0.13	0.14	0.14	0.13	0.22	0.15	0.16	0.11	0.14	0.13	0.10	0.10	0.13	0.12	0.14	0.15	

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 27  
**Q10. How likely are you to change each of the following in the next 12 months?**  
**- Home phone supplier (e.g. BT, Sky, Virgin)**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Likely	292 15%	148 15%	145 14%	44 18%h	69 21%fgh	72 19%fgh	40 12%	36 12%	31 7%	98 18%l	88 15%	56 13%	51 11%	89 18%p	74 14%	72 14%	33 11%	24 14%
Very likely	(5) 98 5%	51 5%	47 5%	18 7%gh	25 8%fgh	23 6%g	11 3%	7 2%	14 3%	39 7%kl	30 5%	10 2%	19 4%	30 6%	23 4%	27 5%	11 4%	8 4%
Fairly likely	(4) 194 10%	96 10%	97 10%	26 11%h	44 14%h	49 13%h	29 8%h	29 10%h	17 4%	59 11%l	57 10%	46 11%	32 7%	59 12%	51 10%	45 9%	22 8%	17 10%
Neither likely nor unlikely	(3) 335 17%	184 19%b	151 15%	31 13%	61 19%g	73 19%g	77 23%cgh	30 10%	64 15%	90 17%	111 19%	71 17%	64 14%	71 14%	96 18%	83 17%	60 21%m	25 14%
Fairly unlikely	(2) 414 21%	228 23%b	187 18%	53 22%	62 19%	83 22%	55 16%	60 20%	102 24%f	127 23%k	124 21%	64 15%	100 22%k	102 20%	101 19%	101 20%	77 27%n	34 19%
Very unlikely	(1) 770 38%	339 35%	430 42%a	61 25%	92 29%	117 31%	139 41%cde	156 52%cdef	204 48%cde	184 34%	193 33%	197 47%ij	195 42%ij	193 38%	204 39%	198 39%	96 33%	80 46%p
NET: Unlikely	1184 59%	567 58%	617 60%	114 47%	154 48%	200 52%	194 57%d	217 72%cdef	305 73%cdef	311 57%	316 54%	261 62%	295 64%ij	295 58%	305 58%	298 59%	173 60%	113 65%
Don't know	125 6%	53 5%	72 7%	30 12%fgh	23 7%h	26 7%h	21 6%	12 4%	13 3%	27 5%	38 7%	28 7%	32 7%	30 6%	32 6%	37 7%	17 6%	9 5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 27

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Home phone supplier (e.g. BT, Sky, Virgin)**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Not applicable - I don't have this	68 3%	31 3%	37 4%	22 9%efgh	14 4%h	11 3%	9 3%	5 2%	7 2%	15 3%	28 5%k	5 1%	19 4%k	24 5%	23 4%	12 2%	6 2%	2 1%
Mean	2.14	2.21b	2.06	2.40fgh	2.46fgh	2.36fgh	2.09gh	1.84	1.84	2.28kl	2.24kl	1.99	1.97	2.19	2.13	2.12	2.15	2.01
Standard deviation	1.23	1.22	1.24	1.32	1.32	1.26	1.18	1.13	1.06	1.29	1.23	1.18	1.17	1.29	1.22	1.24	1.12	1.22
Standard error	0.03	0.04	0.04	0.11	0.08	0.07	0.06	0.07	0.05	0.05	0.06	0.07	0.06	0.06	0.06	0.06	0.07	0.10

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 27

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Home phone supplier (e.g. BT, Sky, Virgin)**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)	
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302	
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308	
NET: Likely	292 15%	24 14%	15 16%	40 17% <sup>J</sup>	17 10%	29 15%	16 15%	26 14%	61 24% <sup>ADGI JK</sup>	28 11%	17 9%	19 12%	236 15%	56 12%	124 15%	23 14%	112 16%	33 11%	
Very likely	(5) 5%	98 4%	8 6%	17 7% <sup>I</sup>	5 3%	9 5%	6 6%	9 5%	23 9% <sup>DIJ</sup>	7 3%	5 2%	5 3%	80 5%	19 4%	43 5%	8 5%	37 5%	10 3%	
Fairly likely	(4) 10%	194 10%	17 10%	10 11%	23 10%	13 7%	20 11%	10 9%	17 9%	38 15% <sup>DIJ</sup>	21 8%	12 7%	14 9%	157 10%	37 8%	82 10%	15 9%	75 11%	22 7%
Neither likely nor unlikely	(3) 17%	335 14%	25 14%	17 18%	38 16%	28 16%	32 17%	19 18%	33 18%	31 12%	40 16%	41 22% <sup>H</sup>	31 20%	275 18% <sup>t</sup>	60 13%	164 20%	20 12%	111 16%	39 13%
Fairly unlikely	(2) 21%	414 19%	34 19%	16 17%	46 19%	39 22%	39 21%	30 29%	35 19%	46 18%	56 22%	47 26%	27 17%	317 21%	97 21%	187 23%	40 25%	129 18%	57 19%
Very unlikely	(1) 38%	770 46% <sup>HJ</sup>	80 41%	38 41%	85 36%	75 42% <sup>H</sup>	66 36%	35 33%	79 42% <sup>H</sup>	78 31%	115 45% <sup>HJ</sup>	61 33%	59 38%	586 38%	184 39%	292 36%	48 29%	294 41%	136 44%
NET: Unlikely	1184 59%	113 65% <sup>H</sup>	53 59%	131 56%	114 65% <sup>H</sup>	106 57%	65 61%	113 60% <sup>H</sup>	124 49%	171 67% <sup>CHK</sup>	108 59%	86 55%	903 59%	282 60%	479 58%	88 54%	423 59%	194 63%	
Don't know	125 6%	9 5%	5 6%	18 8%	13 7%	8 5%	5 5%	11 6%	19 7%	11 4%	12 7%	12 8%	81 5%	44 9% <sup>s</sup>	35 4%	18 11% <sup>u</sup>	46 7%	26 8%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 27

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Home phone supplier (e.g. BT, Sky, Virgin)**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
	Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713
Not applicable - I don't have this	68 3%	2 1%	1 1%	7 3%	4 2%	11 6%	1 1%	4 2%	18 7%AFI	6 2%	5 3%	7 5%	38 2%	30 6% <sup>s</sup>	18 2%	13 8% <sup>u</sup>	20 3%	17 6%
Mean	2.14	2.01	2.16	2.24 <sup>l</sup>	1.95	2.19	2.22	2.09	2.46 <sup>ADG</sup> 1.40 IJK	1.95	2.11	2.11	2.17	2.02	2.21	2.21	2.12 <sup>x</sup>	1.92
Standard deviation	1.23	1.22	1.28	1.31	1.11	1.23	1.20	1.23	1.40	1.13	1.07	1.19	1.24	1.19	1.22	1.23	1.26	1.16
Standard error	0.03	0.10	0.14	0.09	0.09	0.10	0.13	0.09	0.10	0.07	0.09	0.10	0.03	0.06	0.05	0.12	0.05	0.07

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 27

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Home phone supplier (e.g. BT, Sky, Virgin)**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids		
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)	
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82	
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*	
NET: Likely	12	12	8	7	17	23	7	11	14	15	11	5	18	8	32	29	11	17	10	6	8	11	
	13%	15%	19%	14%	18%	17%	9%	11%	14%	17%	22%	9%	21% <sub>n</sub>	8%	24%	24%	9%	13%	11%	7%	9%	15%	
Very likely	(5)	2	6	3	2	7	10	2	3	7	2	4	2	9	*	13	10	3	5	1	3	2	4
		2%	7%	7%	5%	8%	7%	2%	3%	7%	2%	8%	4%	10% <sub>n</sub>	*	10%	8%	2%	4%	1%	4%	2%	5%
Fairly likely	(4)	10	7	5	5	9	14	5	7	7	13	7	3	10	7	19	19	9	12	9	3	6	8
		11%	9%	12%	10%	10%	10%	7%	8%	7%	15%	14%	5%	11%	7%	15%	16%	7%	9%	9%	4%	7%	10%
Neither likely nor unlikely	(3)	14	11	11	5	17	22	9	19	21	11	9	10	14	19	18	13	24	16	27	13	21	10
		15%	14%	27%	11%	18%	15%	12%	19%	21%	13%	18%	18%	17%	19%	13%	11%	19%	13%	28%	16%	26%	14%
Fairly unlikely	(2)	16	17	7	9	20	26	28	12	25	14	20	10	17	18	23	23	32	24	26	21	16	11
		17%	22%	17%	17%	21%	19%	35% <sub>h</sub>	12%	25%	17%	40%	18%	19%	18%	18%	19%	25%	19%	26%	25%	19%	15%
Very unlikely	(1)	45	34	13	25	33	52	30	45	30	36	10	25	33	46	36	42	52	63	26	35	31	29
		48%	43%	32%	50%	35%	37%	38%	46%	30%	42%	20%	44%	38%	45%	27%	35%	42%	48%	27%	41%	37%	39%
NET: Unlikely		61	52	20	33	53	78	57	57	55	51	30	35	50	64	59	65	84	87	52	56	46	40
		65%	64%	48%	67%	56%	56%	74%	58%	55%	59%	60%	62%	58%	63%	45%	54%	67%	67%	53%	66%	56%	54%
Don't know		7	3	2	3	7	12	2	10	5	3	-	5	2	9	12	7	4	7	7	5	5	8
		7%	3%	6%	6%	7%	8%	3%	10%	5%	4%	-	9%	2%	9%	9%	6%	4%	5%	7%	6%	6%	11%
Not applicable - I don't have this		-	2	-	1	1	6	2	2	6	5	-	1	2	2	11	6	3	3	2	4	3	4
		-	3%	-	2%	2%	4%	3%	2%	6%	6%	-	2%	2%	2%	9%	5%	2%	3%	2%	4%	4%	6%
Mean	1.94	2.09	2.42	1.94	2.28	2.21	1.93	1.98	2.28	2.09	2.50	1.96	2.32 <sub>n</sub>	1.88	2.54	2.38	1.97	1.94	2.26	1.93	2.10	2.12	
Standard deviation	1.17	1.28	1.28	1.24	1.31	1.31	1.01	1.20	1.23	1.24	1.20	1.16	1.38	1.03	1.41	1.40	1.07	1.19	1.04	1.09	1.10	1.30	
Standard error	0.13	0.14	0.21	0.17	0.14	0.11	0.13	0.13	0.14	0.14	0.20	0.16	0.16	0.10	0.14	0.13	0.10	0.10	0.12	0.12	0.14	0.16	

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 28  
**Q10. How likely are you to change each of the following in the next 12 months?**  
**- Insurance provider of any type (e.g. home or car)**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Likely	702 35%	347 35%	355 35%	43 18%	124 39%ch	156 41%ch	133 39%ch	119 40%ch	127 30%ch	235 43%jkl	204 35%l	137 32%	126 27%	175 34%	210 40%	170 34%	92 32%	55 31%
Very likely	(5) 274 14%	142 14%	133 13%	21 9%	45 14%h	62 16%ch	69 20%ch	42 14%h	36 9%	91 17%kl	90 15%k	41 10%	53 11%	71 14%	71 13%	69 14%	34 12%	29 17%
Fairly likely	(4) 427 21%	206 21%	222 22%	22 9%	80 25%ch	93 25%ch	64 19%ch	77 26%ch	91 22%ch	144 27%jkl	114 20%	96 23%l	73 16%	104 20%	139 26%moq	101 20%	58 20%	25 15%
Neither likely nor unlikely	(3) 400 20%	209 21%	190 19%	42 18%	59 18%	83 22%	67 20%	56 19%	93 22%	115 21%l	122 21%	89 21%	74 16%	89 17%	109 21%	104 21%	67 23%	32 18%
Fairly unlikely	(2) 236 12%	123 12%	113 11%	52 21%defg	34 10%	32 8%	33 10%	24 8%	61 15%eg	64 12%	64 11%	50 12%	58 13%	60 12%	43 8%	66 13%n	42 14%n	25 15%h
Very unlikely	(1) 373 19%	178 18%	194 19%	36 15%	45 14%	54 14%	54 16%	73 24%cdef	110 26%cdef	73 14%	109 19%i	86 20%i	104 23%i	103 20%	105 20%	79 16%	52 18%	34 20%
NET: Unlikely	609 30%	301 31%	307 30%	88 36%def	79 25%	86 23%	88 26%	97 32%e	171 41%defg	137 25%	173 30%	137 32%i	162 35%i	163 32%	148 28%	144 29%	93 32%	59 34%
Don't know	155 8%	66 7%	90 9%	25 11%h	31 10%h	32 8%	30 9%h	17 6%	20 5%	36 7%	42 7%	39 9%	38 8%	41 8%	35 7%	41 8%	20 7%	18 11%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 28

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Insurance provider of any type (e.g. home or car)**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Not applicable - I don't have this	138 7%	58 6%	80 8%	42 18% <sup>defgh</sup>	28 9% <sup>gh</sup>	24 6% <sup>h</sup>	22 6% <sup>h</sup>	12 4%	11 3%	17 3%	40 7% <sup>i</sup>	19 5%	61 13% <sup>ijk</sup>	42 8%	27 5%	43 8%	17 6%	10 6%
Mean	3.00	3.01	2.98	2.66	3.17 <sup>ch</sup>	3.24 <sup>cgh</sup>	3.21 <sup>ch</sup>	2.96 <sup>h</sup>	2.70	3.24 <sup>kl</sup>	3.02 <sup>l</sup>	2.87	2.76	2.95	3.06	3.04	2.93	2.93
Standard deviation	1.38	1.37	1.39	1.28	1.33	1.33	1.42	1.44	1.34	1.31	1.40	1.34	1.43	1.42	1.38	1.35	1.33	1.45
Standard error	0.03	0.05	0.05	0.11	0.09	0.07	0.08	0.09	0.06	0.05	0.07	0.08	0.08	0.07	0.06	0.07	0.09	0.12

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 28

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Insurance provider of any type (e.g. home or car)**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Likely	702 35%	55 31%	29 32%	83 35%	58 33%	74 40%	39 37%	67 36%	76 30%	99 39%	53 29%	69 45%AHJ	591 39%t	111 24%	309 38%v	39 24%	283 40%x	72 23%
Very likely	(5) 274 14%	29 17%	15 16%	32 14%	22 12%	21 11%	17 16%	27 14%	31 12%	40 16%	17 9%	24 15%	232 15%t	42 9%	123 15%	19 12%	110 15%x	23 8%
Fairly likely	(4) 427 21%	25 15%	14 16%	51 22%	36 20%	53 29%ABH	22 21%	40 22%	45 18%	59 23%A	36 20%	45 29%ABH	359 23%t	69 15%	186 23%v	20 12%	173 24%x	49 16%
Neither likely nor unlikely	(3) 400 20%	32 18%	13 15%	53 23%	37 21%	36 20%	23 21%	43 23%	40 16%	48 19%	44 24%	30 19%	322 21%	78 16%	181 22%	28 18%	141 20%	49 16%
Fairly unlikely	(2) 236 12%	25 15%K	15 16%K	25 10%	26 15%K	16 8%	17 16%K	20 11%	32 13%K	28 11%	24 13%K	7 5%	155 10%	81 17% <u>s</u>	91 11%	32 20% <u>u</u>	64 9%	49 16% <u>w</u>
Very unlikely	(1) 373 19%	34 20%	14 15%	34 14%	31 18%	38 21%	14 13%	40 21%	46 18%	57 22% <u>C</u>	37 21%	28 18%	279 18%	93 20%	147 18%	31 19%	132 19%	62 20%
NET: Unlikely	609 30%	59 34%K	29 32%	58 25%	57 32%	54 29%	31 30%	60 32%	78 31%	85 33%K	62 34%K	35 23%	434 28%	174 37% <u>s</u>	238 29%	63 39% <u>u</u>	196 28%	111 36% <u>w</u>
Don't know	155 8%	18 11% <u>E</u>	6 6%	22 9% <u>E</u>	14 8%	6 3%	6 6%	12 6%	24 10% <u>E</u>	17 7%	14 8%	17 11% <u>E</u>	100 7%	55 12% <u>s</u>	49 6%	17 10%	51 7%	39 13% <u>w</u>

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

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Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 28

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Insurance provider of any type (e.g. home or car)**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
													Respos-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respos-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respos-ible of energy bill (w)	Not respons-ible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Not applicable - I don't have this	138 7%	10 6%	13 15%ADGIJ K	19 8%I	10 6%	16 9%I	6 6%	7 4%	34 14%ADGIJ K	7 3%	10 6%	5 3%	86 6%	53 11% s	43 5%	15 9%	43 6%	37 12% w
Mean	3.00	2.93	3.02	3.12	2.95	3.02	3.12	2.97	2.91	2.99	2.81	3.23J	3.08t	2.68	3.06v	2.72	3.10x	2.67
Standard deviation	1.38	1.45	1.43	1.32	1.34	1.36	1.33	1.39	1.41	1.43	1.31	1.38	1.38	1.35	1.36	1.37	1.39	1.34
Standard error	0.03	0.12	0.16	0.09	0.11	0.11	0.14	0.10	0.10	0.09	0.11	0.12	0.04	0.07	0.05	0.13	0.05	0.09

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 28

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Insurance provider of any type (e.g. home or car)**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Likely	29 31%	26 32%	14 34%	15 31%	43 45%f	40 28%	24 31%	34 35%	36 36%	38 44%	18 36%	21 38%	34 40%	33 32%	43 33%	33 27%	46 36%	53 41%	24 24%	29 34%	36 44%	33 45%
Very likely	(5) 13 14%	16 20%	6 16%	8 17%	19 20%f	13 10%	9 12%	13 13%	11 11%	9 11%	9 17%	9 16%	16 19%	10 10%	19 14%	12 10%	20 16%	20 15%	8 8%	9 10%	10 13%	13 18%
Fairly likely	(4) 16 17%	10 12%	8 19%	7 14%	24 26%	26 19%	15 19%	21 21%	25 25%	28 33%	10 19%	13 22%	18 20%	23 23%	24 19%	20 17%	25 20%	34 26%	16 16%	20 24%	26 31%	20 27%
Neither likely nor unlikely	(3) 16 17%	15 19%	10 23%	4 8%	20 21%	34 24%	10 13%	27 28%g	25 24%	12 14%	12 24%	11 19%	20 23%	23 23%	26 20%	15 12%	27 21%	22 16%	29 30%	15 17%	15 19%	14 19%
Fairly unlikely	(2) 14 15%	11 14%	4 11%	10 21%	9 10%	16 11%	18 24%h	8 8%	10 10%	5 6%	11 22%	6 11%	11 12%	9 9%	12 9%	20 17%	13 10%	15 12%	15 15%	10 12%	5 6%	2 3%
Very unlikely	(1) 18 19%	16 20%	7 18%	7 14%	12 13%	22 15%	14 18%	17 17%	19 19%	19 23%	5 11%	9 16%	17 20%	23 22%	22 17%	23 19%	32 25%	26 20%	17 18%	20 24%	14 17%	13 18%
NET: Unlikely	33 35%	27 33%	12 28%	17 35%	21 22%	37 26%	33 42%	25 25%	29 29%	25 29%	16 33%	15 27%	28 32%	32 31%	34 26%	44 36%	44 35%	41 31%	32 32%	30 35%	19 23%	16 21%
Don't know	11 12%	7 9%	3 7%	3 6%	7 8%	14 10%	4 5%	10 10%	2 2%	4 5%	1 1%	6 10%	2 2%	10 10%	13 10%	11 9%	8 6%	9 7%	5 5%	9 10%	10 12%	7 10%
Not applicable - I don't have this	5 5%	5 7%	3 7%	10 21%	3 3%	16 11%e	7 10%	3 3%	9 9%	7 8%	2 5%	4 7%	3 3%	4 4%	15 11%	19 16%	1 1%	6 5%	8 8%	2 3%	2 2%	3 4%
Mean	2.89	2.99	3.05	2.98	3.34	2.95	2.79	3.07	3.00	3.04	3.11	3.13	3.07	2.87	3.05	2.76	2.91	3.06	2.80	2.83	3.18	3.28
Standard deviation	1.42	1.49	1.39	1.49	1.33	1.29	1.37	1.32	1.32	1.42	1.29	1.39	1.42	1.36	1.40	1.41	1.45	1.42	1.24	1.40	1.35	1.42
Standard error	0.17	0.17	0.24	0.23	0.15	0.12	0.19	0.14	0.15	0.16	0.22	0.19	0.16	0.13	0.14	0.14	0.13	0.12	0.15	0.16	0.17	0.17

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 29  
**Q10. How likely are you to change each of the following in the next 12 months?**  
**- Energy supplier or tariff (e.g. gas or electricity)**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Likely	385 19%	204 21%	181 18%	48 20%	76 24%gh	98 26%fgh	57 17%	42 14%	63 15%	132 24%kl	125 22%l	69 16%	59 13%	100 20%	114 21%	88 17%	49 17%	35 20%
Very likely	(5) 106 5%	62 6%	44 4%	14 6%	21 7%	27 7%	17 5%	10 3%	17 4%	42 8%kl	38 6%k	10 2%	17 4%	28 6%	27 5%	26 5%	13 5%	12 7%
Fairly likely	(4) 279 14%	142 14%	137 13%	34 14%	55 17%h	71 19%fgh	40 12%	32 11%	46 11%	90 17%l	87 15%l	59 14%	42 9%	71 14%	86 16%	62 12%	36 12%	23 13%
Neither likely nor unlikely	(3) 442 22%	222 23%	220 22%	41 17%	74 23%	96 25%h	88 26%ch	67 22%	77 18%	124 23%	124 21%	100 24%	94 20%	106 21%	125 24%q	115 23%q	71 25%q	25 15%
Fairly unlikely	(2) 377 19%	193 20%	183 18%	50 21%	54 17%	73 19%	59 17%	46 15%	94 22%g	113 21%k	113 19%k	56 13%	95 21%k	102 20%n	75 14%	112 22%n	62 21%n	26 15%
Very unlikely	(1) 606 30%	282 29%	324 32%	52 21%	81 25%	84 22%	95 28%	129 43%cdef	166 39%cdef	128 24%	156 27%	148 35%ij	174 38%ij	145 28%	166 31%	137 27%	85 29%	73 42%mnop
NET: Unlikely	983 49%	475 48%	507 50%	102 42%	135 42%	157 41%	154 45%	176 59%cdef	259 62%cdef	241 45%	269 46%	204 48%	269 58%ijk	246 48%	241 46%	249 50%	147 51%	99 57%n
Don't know	165 8%	68 7%	97 9%	29 12%gh	31 10%h	29 8%	41 12%gh	16 5%	19 4%	36 7%	52 9%	44 10%	33 7%	50 10%	39 7%	46 9%	16 6%	14 8%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 29

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Energy supplier or tariff (e.g. gas or electricity)**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Not applicable - I don't have this	29 1%	13 1%	16 2%	21 9% <sup>defgh</sup>	5 2%	1 *	1 *	- -	2 1%	7 1%	11 2%	4 1%	6 1%	8 1%	10 2%	5 1%	6 2%	* *
Mean	2.39	2.45	2.33	2.52 <sup>gh</sup>	2.58 <sup>gh</sup>	2.67 <sup>fgh</sup>	2.42 <sup>gh</sup>	2.11	2.14	2.61 <sup>kl</sup>	2.49 <sup>kl</sup>	2.27	2.13	2.42	2.44	2.40	2.36	2.22
Standard deviation	1.25	1.27	1.24	1.27	1.28	1.25	1.23	1.20	1.20	1.27	1.28	1.21	1.18	1.26	1.28	1.21	1.20	1.35
Standard error	0.03	0.04	0.04	0.10	0.08	0.07	0.07	0.07	0.06	0.05	0.06	0.07	0.06	0.06	0.06	0.06	0.08	0.11

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 29

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Energy supplier or tariff (e.g. gas or electricity)**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respos-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respons-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respons-ible of energy bill (w)	Not respons-ible of energy bill (x)
													21%t	13%	21%	18%	21%x	10%
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Likely	385 19%	35 20%	22 24%	40 17%	26 15%	39 21%	23 21%	35 19%	54 21%	46 18%	26 14%	40 26%DJ	323 21%t	62 13%	174 21%	30 18%	149 21%x	32 10%
Very likely	(5) 106 5%	12 7%	7 8%	13 5%	6 4%	12 6%	8 7%	10 5%	14 6%	14 6%	6 3%	5 3%	84 5%	22 5%	51 6%	11 7%	33 5%	12 4%
Fairly likely	(4) 279 14%	23 13%	15 16%	28 12%	20 11%	27 14%	15 14%	25 13%	40 16%	31 12%	21 11%	35 22%CDIJ	239 16%t	40 8%	123 15%	19 12%	116 16%x	20 7%
Neither likely nor unlikely	(3) 442 22%	25 15%	19 21%	55 23%A	41 23%	51 28%AK	26 25%	50 27%AK	48 19%	57 22%	45 25%A	23 15%	368 24%t	74 16%	200 24%v	22 14%	168 24%x	52 17%
Fairly unlikely	(2) 377 19%	26 15%	19 21%	59 25%AE	33 19%GK	28 15%	27 25%G	25 13%	49 19%	53 21%	35 19%	22 14%	293 19%	84 18%	165 20%	28 18%	128 18%	55 18%
Very unlikely	(1) 606 30%	73 42%CEFH	27 29%	56 24%	55 31%	53 29%	23 22%	65 34%C	66 26%	78 30%	62 34%C	48 31%	448 29%	158 34%	229 28%	53 33%	218 31%	106 34%
NET: Unlikely	983 49%	99 57%EH	46 51%	115 49%	88 50%	81 44%	50 47%	90 48%	115 46%	131 51%	97 53%	70 45%	741 48%	242 51%	394 48%	81 50%	346 49%	161 52%
Don't know	165 8%	14 8%	4 4%	22 9%	20 11%E	7 4%	6 5%	11 6%	31 12%BEG	19 7%	11 6%	21 14%BEGJ	99 6%	65 14% s	50 6%	18 11%	50 7%	47 15%w

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 29

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Energy supplier or tariff (e.g. gas or electricity)**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
													Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Not applicable - I don't have this	29 1%	* *	1 1%	3 1%	1 1%	8 4%A	2 2%	2 1%	4 2%	3 1%	4 2%	1 *	3 *	27 6% <sup>s</sup>	2 *	11 7% <sup>u</sup>	* *	16 5% <sup>w</sup>
Mean	2.39	2.22	2.49	2.44	2.29	2.51	2.56	2.37	2.48	2.36	2.24	2.45	2.45 <sup>t</sup>	2.16	2.48	2.30	2.42 <sup>x</sup>	2.09
Standard deviation	1.25	1.35	1.31	1.19	1.19	1.27	1.22	1.27	1.27	1.24	1.17	1.32	1.25	1.24	1.25	1.34	1.25	1.18
Standard error	0.03	0.11	0.14	0.08	0.10	0.10	0.13	0.09	0.09	0.08	0.09	0.11	0.03	0.07	0.05	0.13	0.05	0.08

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 29

**Q10. How likely are you to change each of the following in the next 12 months?**

**- Energy supplier or tariff (e.g. gas or electricity)**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids		
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)	
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82	
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*	
NET: Likely	18	18	11	11	20	20	12	14	19	20	14	8	16	19	32	22	25	21	16	10	21	18	
	19%	22%	27%	21%	22%	14%	15%	14%	19%	23%	29%	15%	18%	19%	25%	18%	20%	16%	16%	12%	26%	25%	
Very likely	(5)	8	4	2	5	8	5	4	2	8	3	4	4	3	7	8	6	9	5	2	4	5	*
		9%	5%	5%	10%	8%	3%	5%	2%	8%	4%	7%	7%	4%	6%	6%	5%	7%	4%	2%	4%	6%	1%
Fairly likely	(4)	9	14	9	6	12	15	8	12	10	16	11	4	13	13	24	16	16	14	7	16	18	
		10%	17%	21%	12%	13%	11%	10%	12%	10%	19%	22%	7%	15%	13%	19%	13%	12%	12%	14%	8%	20%	25%
Neither likely nor unlikely	(3)	11	14	12	6	22	33	14	27	28	23	14	13	25	25	26	22	32	25	25	20	12	11
		12%	18%	30%	13%	23%	24%	18%	27%	28%	28%	27%	22%	29%	24%	20%	18%	25%	19%	25%	23%	15%	15%
Fairly unlikely	(2)	17	9	9	10	24	35	23	10	16	12	14	12	13	20	29	24	29	20	15	14	8	
		19%	11%	22%	21%	26%	25%	30%h	10%	16%	14%	25%	26%	14%	12%	15%	24%	19%	22%	20%	18%	17%	10%
Very unlikely	(1)	39	34	7	20	21	34	22	33	28	25	9	14	30	35	32	35	38	40	32	30	23	25
		41%	43%	16%	40%c	23%	24%	29%	33%	28%	29%	19%	24%	35%	34%	24%	29%	30%	31%	32%	36%	28%	34%
NET: Unlikely		56	43	16	30	46	69	46	42	45	36	22	28	42	47	52	63	62	69	52	45	38	33
		60%	54%	38%	61%	49%	49%	58%	43%	44%	43%	44%	50%	49%	47%	40%	52%	49%	53%	53%	54%	46%	45%
Don't know		9	5	2	2	7	15	5	15	4	3	-	6	2	9	17	13	6	13	5	6	11	10
		10%	6%	5%	3%	7%	11%	6%	15%	4%	4%	-	10%	2%	9%	13%	11%	5%	10%	5%	7%	14%	14%
Not applicable - I don't have this		-	*	-	1	-	3	1	-	6	2	-	2	1	1	3	1	1	3	1	3	-	1
		-	*	-	2%	-	2%	2%	-	6%	2%	-	3%	1%	1%	3%	1%	1%	2%	1%	4%	-	1%
Mean	2.18	2.26	2.77	2.26	2.56	2.36	2.28	2.29	2.49	2.53	2.73	2.39	2.36	2.39	2.60	2.35	2.45	2.27	2.29	2.19	2.51	2.38	
Standard deviation	1.37	1.34	1.16	1.39	1.26	1.13	1.18	1.20	1.29	1.25	1.21	1.22	1.23	1.31	1.30	1.23	1.28	1.20	1.15	1.20	1.34	1.30	
Standard error	0.15	0.14	0.19	0.19	0.13	0.10	0.15	0.13	0.15	0.13	0.20	0.17	0.14	0.13	0.13	0.12	0.12	0.10	0.13	0.13	0.17	0.15	

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 30  
**Q10. How likely are you to change each of the following in the next 12 months?**  
**- Bank account**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Likely	197 10%	106 11%	91 9%	44 18% <sup>efgh</sup>	56 17% <sup>fgh</sup>	53 14% <sup>fgh</sup>	17 5%	7 2%	19 4%	75 14% <sup>kl</sup>	64 11% <sup>l</sup>	30 7%	27 6%	61 12%	51 10%	41 8%	24 8%	20 11%
Very likely	(5) 3%	26 3%	29 3%	22 9% <sup>efgh</sup>	14 4% <sup>fgh</sup>	11 3% <sup>g</sup>	4 1%	- -	4 1%	21 4% <sup>j</sup>	8 1%	7 2%	18 4% <sup>j</sup>	18 4%	15 3%	10 2%	4 1%	8 5%
Fairly likely	(4) 7%	80 8%	62 6%	22 9% <sup>fgh</sup>	43 13% <sup>fgh</sup>	41 11% <sup>fgh</sup>	14 4%	7 2%	15 3%	54 10% <sup>kl</sup>	56 10% <sup>kl</sup>	23 5% <sup>l</sup>	9 2%	43 8%	36 7%	31 6%	20 7%	12 7%
Neither likely nor unlikely	(3) 14%	146 15%	133 13%	41 17% <sup>h</sup>	56 18% <sup>gh</sup>	53 14%	52 15%	31 10%	45 11%	75 14%	94 16% <sup>l</sup>	65 15% <sup>l</sup>	46 10%	73 14%	68 13%	70 14%	45 15%	24 14%
Fairly unlikely	(2) 20%	400 22%	188 18%	46 19%	72 22%	90 24% <sup>h</sup>	64 19%	55 18%	72 17%	124 23% <sup>k</sup>	128 22% <sup>k</sup>	62 15%	86 19%	97 19%	112 21%	99 20%	57 20%	35 20%
Very unlikely	(1) 52%	477 49%	558 55% <sup>a</sup>	83 34%	117 36%	164 43%	193 57% <sup>cde</sup>	202 67% <sup>cdef</sup>	277 66% <sup>cdef</sup>	246 45%	268 46%	241 57% <sup>ij</sup>	281 61% <sup>ij</sup>	258 51%	271 51%	267 53%	152 52%	88 51%
NET: Unlikely	1435 72%	690 70%	746 73%	129 54%	189 59%	254 67% <sup>c</sup>	257 76% <sup>cde</sup>	257 86% <sup>cdef</sup>	349 83% <sup>cdef</sup>	370 68%	396 68%	302 72%	367 80% <sup>ijk</sup>	355 70%	383 72%	365 73%	209 72%	124 71%
Don't know	81 4%	35 4%	46 4%	20 8% <sup>gh</sup>	17 5% <sup>gh</sup>	21 5% <sup>gh</sup>	14 4% <sup>h</sup>	4 1%	6 1%	19 3%	25 4%	22 5%	16 3%	20 4%	21 4%	25 5%	9 3%	6 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 30  
**Q10. How likely are you to change each of the following in the next 12 months?**  
**- Bank account**  
**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Not applicable - I don't have this	12 1%	6 1%	6 1%	6 2%ef	3 1%	-	-	1 *	2 1%	3 *	2 *	2 1%	5 1%	1 *	6 1%	2 *	2 1%	* *
Mean	1.84	1.90b	1.78	2.32efg h	2.22fgh	2.02fgh	1.69gh	1.47	1.54	2.00kl	1.93kl	1.73	1.63	1.91	1.83	1.78	1.80	1.90
Standard deviation	1.10	1.11	1.09	1.35	1.23	1.16	0.96	0.78	0.90	1.18	1.09	1.04	1.03	1.16	1.10	1.05	1.05	1.18
Standard error	0.03	0.04	0.03	0.10	0.07	0.06	0.05	0.05	0.04	0.04	0.05	0.06	0.05	0.05	0.05	0.05	0.07	0.09

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 30  
**Q10. How likely are you to change each of the following in the next 12 months?**  
**- Bank account**  
**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respons ible of energy bill (s)	Not respons ible of energy bill (t)	Respons ible of energy bill (u)	Not respons ible of energy bill (v)	Respons ible of energy bill (w)	Not respons ible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Likely	197 10%	20 11%D	14 16%DJ	20 8%	7 4%	20 11%D	13 12%D	19 10%	34 14%DJ	26 10%D	11 6%	12 8%	140 9%	57 12%	80 10%	26 16%	60 8%	31 10%
Very likely	(5) 3%	8 5%K	2 2%	6 2%	3 1%	5 3%	2 2%	9 5%K	11 4%K	7 3%	2 1%	1 *	35 2%	20 4%	17 2%	9 6%U	18 3%	10 3%
Fairly likely	(4) 7%	12 7%	12 14%CDGJ	14 6%	5 3%	15 8%	11 10%D	10 5%	23 9%D	20 8%	9 5%	12 7%	105 7%	37 8%	63 8%	16 10%	41 6%	21 7%
Neither likely nor unlikely	(3) 14%	24 14%	11 13%	34 14%	24 14%	30 16%	10 10%	24 13%	40 16%	33 13%	35 19%K	13 9%	220 14%	60 13%	118 14%	29 18%	102 14%	31 10%
Fairly unlikely	(2) 20%	35 20%	18 19%	44 19%	37 21%	37 20%	24 23%	40 21%	53 21%	44 17%	33 18%	35 22%	310 20%	91 19%	181 22%	31 19%	129 18%	59 19%
Very unlikely	(1) 52%	88 51%	45 50%	124 52%	98 55%H	88 47%	57 54%	98 52%	111 44%	147 57%H	94 52%	85 55%	812 53%	223 47%	415 51%v	63 39%	397 56%	161 52%
NET: Unlikely	1435 72%	124 71%	63 70%	168 71%	135 76%H	125 67%	82 77%	138 73%	163 65%	192 75%H	127 70%	120 77%H	1121 73%t	314 67%	595 73%v	94 58%	526 74%	220 71%
Don't know	81 4%	6 3%	1 1%	13 6%l	10 6%	6 3%	1 1%	6 3%	15 6%l	5 2%	8 4%	10 6%l	49 3%	31 7%S	25 3%	10 6%	25 3%	21 7%w

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 30  
**Q10. How likely are you to change each of the following in the next 12 months?**  
**- Bank account**  
**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
													Respos-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respos-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respos-ible of energy bill (w)	Not respons-ible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Not applicable - I don't have this	12 1%	* *	1 1%	1 1%	- -	5 3% <sup>H</sup>	- -	1 1%	- -	1 *	2 1%	- -	3 *	8 2% <sup>s</sup>	2 *	3 2% <sup>u</sup>	1 *	5 2% <sup>w</sup>
Mean	1.84	1.90	1.96	1.80	1.66	1.93	1.81	1.86	2.04 <sup>CDI</sup>	1.78	1.80	1.68	1.81	1.93	1.85	2.18 <sup>u</sup>	1.77	1.80
Standard deviation	1.10	1.18	1.18	1.08	0.94	1.13	1.10	1.15	1.20	1.11	1.02	0.97	1.08	1.19	1.08	1.27	1.08	1.12
Standard error	0.03	0.09	0.12	0.07	0.08	0.09	0.11	0.08	0.08	0.07	0.08	0.08	0.03	0.06	0.04	0.12	0.04	0.07

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 30  
**Q10. How likely are you to change each of the following in the next 12 months?**  
**- Bank account**  
**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Likely	9	11	6	8	7	12	2	5	12	8	8	5	10	9	20	14	15	11	7	4	8	4
	10%	13%	15%	16%	8%	9%	3%	5%	12%	10%	16%	9%	12%	8%	16%	11%	12%	8%	7%	5%	9%	6%
Very likely	(5)	4	4	-	2	4	1	1	2	3	2	-	6	3	5	7	2	5	2	1	1	-
		5%	5%	-	3%	2%	3%	2%	1%	2%	4%	4%	-	7%	3%	4%	5%	1%	4%	2%	1%	1%
Fairly likely	(4)	5	7	6	6	5	9	1	4	9	5	6	5	4	6	7	14	6	6	3	7	4
		5%	9%	15%	13%	5%	6%	1%	4%	9%	6%	13%	9%	5%	6%	12%	6%	11%	5%	6%	4%	9%
Neither likely nor unlikely	(3)	13	10	5	7	14	20	8	16	22	8	5	6	10	14	21	19	18	15	23	12	7
		14%	13%	12%	13%	15%	14%	10%	16%	22% <sup>j</sup>	10%	9%	10%	12%	14%	16%	16%	14%	11%	23%	14%	9%
Fairly unlikely	(2)	18	18	10	7	18	26	24	13	21	16	10	14	22	18	29	24	23	21	18	14	19
		19%	22%	25%	15%	20%	18%	31% <sup>h</sup>	13%	20%	19%	20%	26%	25%	18%	22%	20%	18%	16%	19%	17%	23%
Very unlikely	(1)	49	39	18	27	49	74	42	56	41	47	27	30	43	55	52	58	68	79	45	49	43
		53%	49%	45%	54%	52%	53%	54%	56%	41%	55%	55%	54%	50%	54%	40%	48%	54%	61%	46%	58%	51%
NET: Unlikely		67	57	29	34	68	100	66	68	61	63	37	45	65	73	81	82	91	101	63	64	62
		71%	71%	70%	69%	72%	71%	85%	69%	61%	74%	74%	79%	75%	72%	62%	68%	72%	77%	64%	76%	75%
Don't know		4	2	1	-	6	7	1	9	2	4	-	1	-	6	9	6	2	3	4	4	6
		5%	2%	3%	-	6%	5%	2%	9%	2%	5%	-	2%	-	5%	7%	5%	1%	2%	4%	5%	7%
Not applicable - I don't have this		-	*	-	1	-	1	-	-	3	1	-	-	1	-	-	-	-	1	1	1	-
		-	*	-	2%	-	1%	-	-	3%	2%	-	-	1%	-	-	-	-	1%	1%	1%	-
Mean	1.85	1.96	1.97	1.94	1.79	1.80	1.64	1.69	2.07	1.76	1.91	1.73	1.94	1.79	2.11	1.96	1.86	1.70	1.94	1.63	1.75	1.60
Standard deviation	1.16	1.20	1.11	1.24	1.05	1.09	0.86	1.00	1.13	1.12	1.23	0.97	1.22	1.09	1.21	1.20	1.11	1.10	1.07	0.94	1.02	0.90
Standard error	0.13	0.13	0.18	0.17	0.11	0.09	0.11	0.11	0.13	0.12	0.20	0.13	0.14	0.10	0.12	0.11	0.10	0.09	0.12	0.10	0.12	0.10

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 31  
**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**  
**- Summary table**  
**Base: All respondents**

		I am happy with my current energy supplier	Predictions of a cold winter make me think about switching my energy supplier	With Autumn bringing on colder and darker days I think about my energy bills more	I am most likely to consider switching my energy supplier in the Autumn	I plan to regularly review my energy tariff to decide if I need to switch	I am confident that my current energy supplier and tariff are getting me the best deal	I would like to reduce my energy bill but switching is too complicated
Unweighted base		2004	2004	2004	2004	2004	2004	2004
Weighted base		2004	2004	2004	2004	2004	2004	2004
NET: Agree		1514 76%	543 27%	1226 61%	550 27%	1178 59%	1210 60%	614 31%
Strongly agree	(4)	330 16%	117 6%	261 13%	99 5%	303 15%	260 13%	120 6%
Agree	(3)	1185 59%	426 21%	964 48%	451 23%	875 44%	951 47%	494 25%
Disagree	(2)	207 10%	890 44%	494 25%	746 37%	437 22%	317 16%	746 37%
Strongly disagree	(1)	58 3%	280 14%	113 6%	229 11%	119 6%	90 4%	384 19%
NET: Disagree		265 13%	1170 58%	607 30%	974 49%	556 28%	406 20%	1130 56%
Don't know		225 11%	291 15%	172 9%	480 24%	270 13%	388 19%	260 13%
Mean		3.00	2.22	2.75	2.28	2.79	2.85	2.20
Standard deviation		0.66	0.80	0.77	0.79	0.81	0.75	0.86
Standard error		0.02	0.02	0.02	0.02	0.02	0.02	0.02

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 32

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am happy with my current energy supplier**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	1514 76%	726 74%	788 77%	146 61%	223 69%	280 73% <sup>c</sup>	254 74% <sup>c</sup>	243 81% <sup>cde</sup>	370 88% <sup>cdefg</sup>	412 76%	426 73%	326 77%	350 76%	376 74%	400 76%	379 75%	226 78%	134 77%
Strongly agree	(4) 330 16%	141 14%	188 18% <sup>a</sup>	28 12%	43 13%	56 15%	55 16%	53 18%	96 23% <sup>cdef</sup>	85 16%	84 15%	62 15%	98 21% <sup>ijkl</sup>	83 16%	90 17%	70 14%	63 22% <sup>o</sup>	24 14%
Agree	(3) 1185 59%	585 60%	600 59%	118 49%	180 56%	224 59%	199 58%	190 63% <sup>c</sup>	274 65% <sup>cd</sup>	328 61%	342 59%	263 63%	252 55%	293 58%	310 59%	308 61%	163 56%	111 64%
Disagree	(2) 207 10%	126 13% <sup>b</sup>	82 8%	24 10%	42 13% <sup>h</sup>	47 12% <sup>h</sup>	37 11%	29 10%	28 7%	62 11% <sup>k</sup>	67 11% <sup>k</sup>	26 6%	53 11% <sup>k</sup>	52 10%	64 12%	50 10%	27 9%	15 8%
Strongly disagree	(1) 58 3%	33 3%	25 2%	7 3%	14 4% <sup>h</sup>	13 3%	11 3%	7 2%	6 1%	17 3%	24 4%	6 1%	12 3%	17 3%	15 3%	10 2%	8 3%	8 5%
NET: Disagree	265 13%	159 16% <sup>b</sup>	107 10%	31 13%	56 17% <sup>h</sup>	60 16% <sup>h</sup>	48 14% <sup>h</sup>	36 12%	34 8%	79 15% <sup>k</sup>	90 16% <sup>k</sup>	32 8%	65 14% <sup>k</sup>	69 14%	79 15%	59 12%	35 12%	23 13%
Don't know	225 11%	98 10%	127 12%	64 27% <sup>defgh</sup>	42 13% <sup>gh</sup>	42 11% <sup>h</sup>	39 11% <sup>h</sup>	22 7%	16 4%	50 9%	65 11%	63 15% <sup>i</sup>	46 10%	64 13%	50 9%	65 13%	28 10%	17 10%
Mean	3.00	2.94	3.06 <sup>a</sup>	2.94	2.90	2.95	2.98	3.04 <sup>d</sup>	3.14 <sup>cde</sup>	2.98	2.94	3.07 <sup>j</sup>	3.05 <sup>j</sup>	2.99	2.99	3.00	3.07	2.95

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential



**Household Bills Survey**  
**ONLINE Fieldwork : 18th - 20th September 2015**

Absolutes/col percents

Table 32

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am happy with my current energy supplier**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Standard deviation	0.66	0.67	0.64	0.67	0.71	0.67	0.67	0.62	0.59	0.66	0.69	0.56	0.69	0.68	0.67	0.60	0.68	0.67
Standard error	0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.04	0.05

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 32

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am happy with my current energy supplier**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respos	Not	Respos	Not	Respos	Not
													ible of energy bill (s)	respons ible of energy bill (t)	ible of energy bill (u)	respons ible of energy bill (v)	ible of energy bill (w)	respons ible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	1514 76%	134 77%	66 73%	173 73%	140 79%	145 78%	86 81%	144 77%	185 73%	191 74%	140 77%	111 71%	1195 78%t	319 68%	616 75%	110 68%	579 81%x	209 68%
Strongly agree	(4) 330 16%	24 14%	18 19%	29 12%	24 14%	31 17%	19 18%	37 20%	40 16%	43 17%	43 24%ACDK	21 14%	278 18%t	51 11%	125 15%	17 10%	154 22%x	35 11%
Agree	(3) 1185 59%	111 64%	48 53%	144 61%	116 66%J	113 61%	66 62%	107 57%	145 58%	148 58%	97 53%	90 58%	917 60%	268 57%	492 60%	93 57%	425 60%	175 57%
Disagree	(2) 207 10%	15 8%	11 12%	27 12%	12 7%	26 14%	8 8%	23 12%	27 11%	25 10%	19 10%	16 10%	180 12%t	28 6%	113 14%	13 8%	67 9%x	15 5%
Strongly disagree	(1) 58 3%	8 5%	4 4%	4 2%	2 1%	4 2%	1 1%	6 3%	11 4%	6 2%	7 4%	5 3%	47 3%	11 2%	27 3%	6 4%	20 3%	5 2%
NET: Disagree	265 13%	23 13%	15 16%	31 13%	14 8%	29 16%D	9 9%	29 15%	38 15%	31 12%	26 14%	21 13%	226 15%t	39 8%	139 17%	19 12%	87 12%x	20 6%
Don't know	225 11%	17 10%	10 11%	32 13%E	23 13%	11 6%	11 11%	15 8%	29 12%	35 14%E	17 9%	24 15%E	112 7%	113 24% s	64 8%	33 21% u	48 7%	79 26% w
Mean	3.00	2.95	2.99	2.97	3.05	2.99	3.09	3.01	2.96	3.03	3.06	2.97	3.00	3.00	2.95	2.93	3.07	3.04

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 32

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am happy with my current energy supplier**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
													Respons-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respons-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respons-ible of energy bill (w)	Not respons-ible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Standard deviation	0.66	0.67	0.74	0.59	0.53	0.64	0.58	0.70	0.70	0.65	0.74	0.66	0.67	0.59	0.67	0.65	0.67	0.55
Standard error	0.02	0.05	0.08	0.04	0.05	0.05	0.06	0.05	0.05	0.04	0.06	0.06	0.02	0.03	0.03	0.06	0.02	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 32

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am happy with my current energy supplier**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	70 74%	64 80%	30 72%	36 73%	73 78%	100 71%	64 82%	76 77%	75 74%	70 82%	38 77%	47 83%	67 77%	77 76%	90 69%	95 78%	97 77%	94 72%	69 70%	71 84%	53 64%	58 80%
Strongly agree	(4) 12 13%	11 14%	8 19%	10 20%	14 15%	15 10%	13 17%	11 11%	14 14%	17 20%	5 10%	14 25%	18 20%	20 19%	17 13%	23 19%	18 14%	25 19%	15 15%	28 33% <sup>s</sup>	7 8%	15 20%
Agree	(3) 57 61%	53 66%	22 54%	26 53%	59 63%	85 60%	51 65%	65 66%	61 61%	52 62%	33 67%	33 58%	49 57%	58 57%	73 56%	72 60%	79 63%	69 53%	54 55%	43 51%	46 56%	43 60%
Disagree	(2) 9 10%	5 7%	6 14%	5 10%	11 12%	16 11%	6 7%	6 6%	18 18%	8 9%	6 12%	2 4%	17 20% <sup>n</sup>	5 5%	16 12%	11 9%	14 11%	11 8%	13 13%	6 7%	10 13%	6 8%
Strongly disagree	(1) 5 5%	3 4%	1 2%	3 7%	2 2%	2 2%	1 2%	1 1%	3 3%	1 1%	- -	1 2%	1 1%	6 6%	9 7%	2 2%	2 1%	5 4%	7 7%	* *	3 4%	1 2%
NET: Disagree	14 15%	9 11%	7 16%	8 16%	13 14%	18 13%	7 9%	7 7%	21 21%	8 10%	6 12%	3 6%	18 21%	11 11%	25 19%	13 11%	15 12%	16 12%	19 20% <sup>t</sup>	6 7%	14 17%	7 10%
Don't know	10 11%	7 9%	5 12%	5 11%	8 9%	23 17%	7 9%	16 16%	5 4%	7 8%	5 11%	6 11%	2 2%	13 13% <sup>m</sup>	16 12%	13 11%	14 11%	21 16%	10 10%	7 8%	16 20%	8 10%
Mean	2.92	2.99	3.01	2.97	2.99	2.95	3.07	3.04	2.89	3.11	2.98	3.19	2.99	3.04	2.86	3.07 <sup>o</sup>	3.01	3.04	2.88	3.28 <sup>s</sup>	2.85	3.09
Standard deviation	0.70	0.64	0.67	0.80	0.62	0.58	0.58	0.48	0.67	0.59	0.51	0.62	0.67	0.74	0.77	0.62	0.59	0.71	0.78	0.62	0.66	0.63
Standard error	0.08	0.07	0.11	0.11	0.07	0.05	0.08	0.05	0.08	0.06	0.09	0.08	0.08	0.07	0.08	0.06	0.06	0.06	0.09	0.07	0.08	0.07

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 33

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- Predictions of a cold winter make me think about switching my energy supplier**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	543 27%	270 28%	272 27%	96 40% <sup>h</sup>	120 37% <sup>h</sup>	121 32% <sup>gh</sup>	84 25% <sup>h</sup>	57 19%	64 15%	159 29% <sup>l</sup>	157 27%	128 30% <sup>l</sup>	99 22%	131 26%	153 29%	135 27%	73 25%	51 29%
Strongly agree	(4) 117 6%	58 6%	58 6%	22 9% <sup>h</sup>	36 11% <sup>h</sup>	29 8% <sup>h</sup>	15 4%	6 2%	9 2%	28 5%	37 6%	27 6%	25 5%	32 6%	24 4%	28 5%	21 7%	12 7%
Agree	(3) 426 21%	212 22%	214 21%	73 30% <sup>h</sup>	85 26% <sup>gh</sup>	92 24% <sup>gh</sup>	70 20% <sup>h</sup>	51 17%	55 13%	131 24% <sup>l</sup>	120 21%	101 24% <sup>l</sup>	74 16%	99 19%	130 25%	107 21%	52 18%	39 22%
Disagree	(2) 890 44%	441 45%	449 44%	67 28%	120 37%	172 45% <sup>c</sup>	146 43% <sup>c</sup>	157 52% <sup>cd</sup>	228 54% <sup>cdef</sup>	254 47%	263 45%	173 41%	200 43%	218 43%	234 44%	213 42%	147 51%	78 45%
Strongly disagree	(1) 280 14%	146 15%	134 13%	12 5%	32 10%	41 11%	58 17% <sup>cde</sup>	57 19% <sup>cde</sup>	80 19% <sup>cde</sup>	70 13%	69 12%	43 10%	98 21% <sup>ijkl</sup>	75 15%	73 14%	75 15%	36 12%	20 12%
NET: Disagree	1170 58%	587 60%	583 57%	80 33%	152 47% <sup>c</sup>	213 56% <sup>c</sup>	204 60% <sup>cd</sup>	214 71% <sup>cdef</sup>	308 73% <sup>cdef</sup>	325 60% <sup>k</sup>	332 57%	216 51%	297 64% <sup>jk</sup>	293 58%	307 58%	289 57%	183 63%	99 57%
Don't know	291 15%	125 13%	166 16% <sup>a</sup>	65 27% <sup>defg</sup>	48 15%	47 12%	53 15%	30 10%	49 12%	57 11%	92 16% <sup>i</sup>	77 18% <sup>i</sup>	65 14%	85 17%	69 13%	80 16%	33 12%	25 14%
Mean	2.22	2.21	2.23	2.60 <sup>efg</sup> h	2.45 <sup>h</sup>	2.33 <sup>h</sup>	2.14 <sup>h</sup>	2.02	1.98	2.24 <sup>l</sup>	2.26 <sup>l</sup>	2.33 <sup>l</sup>	2.07	2.21	2.23	2.21	2.23	2.28

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 33

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- Predictions of a cold winter make me think about switching my energy supplier**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Standard deviation	0.80	0.80	0.79	0.80	0.86	0.80	0.79	0.70	0.68	0.77	0.79	0.79	0.83	0.82	0.77	0.81	0.79	0.80
Standard error	0.02	0.03	0.03	0.07	0.06	0.04	0.04	0.04	0.03	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.05	0.06

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 33

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- Predictions of a cold winter make me think about switching my energy supplier**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	543 27%	51 29%	27 30%	69 29%l	38 21%	49 27%	27 25%	50 27%	79 31%l	53 20%	46 25%	54 35%Dl	401 26%	141 30%	212 26%	58 36%u	189 26%	83 27%
Strongly agree	(4) 117 6%	12 7%	11 12%DEGI	13 5%	4 2%	8 4%	6 5%	6 3%	20 8%D	12 5%	15 8%D	10 6%	83 5%	33 7%	44 5%	14 9%	39 5%	19 6%
Agree	(3) 426 21%	39 22%	16 18%	57 24%l	34 19%	41 22%	21 20%	44 24%	59 23%l	40 16%	31 17%	44 28%lJ	318 21%	108 23%	168 20%	44 27%	150 21%	64 21%
Disagree	(2) 890 44%	78 45%	31 34%	100 42%	83 47%	89 48%	54 51%B	87 46%	100 40%	118 46%	92 51%BK	58 37%	723 47%t	167 36%	388 47%v	53 33%	335 47%x	114 37%
Strongly disagree	(1) 280 14%	20 12%	21 23%ADEH	34 14%	21 12%	21 11%	13 12%	26 14%	32 13%	43 17%	23 13%	26 17%	233 15%t	47 10%	131 16%	15 9%	101 14%	32 10%
NET: Disagree	1170 58%	99 57%	51 57%	133 57%	104 59%	110 59%	67 63%	113 60%	132 53%	161 62%H	115 63%	85 54%	955 62%t	215 46%	519 63%v	68 42%	436 61%x	147 48%
Don't know	291 15%	25 14%	12 13%	33 14%	35 20%	26 14%	12 11%	25 13%	41 16%	44 17%	22 12%	17 11%	177 12%	114 24% s	89 11%	36 22% u	88 12%	78 25% w
Mean	2.22	2.28	2.23	2.24	2.15	2.23	2.21	2.18	2.31l	2.10	2.24	2.27	2.19	2.36s	2.17	2.45u	2.20	2.31

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 33

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- Predictions of a cold winter make me think about switching my energy supplier**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
													Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Standard deviation	0.80	0.80	0.99	0.80	0.69	0.74	0.75	0.74	0.85	0.78	0.81	0.85	0.79	0.83	0.79	0.84	0.78	0.81
Standard error	0.02	0.06	0.11	0.06	0.06	0.06	0.08	0.06	0.06	0.05	0.07	0.07	0.02	0.05	0.03	0.08	0.03	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 33

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- Predictions of a cold winter make me think about switching my energy supplier**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	23 24%	28 35%	15 37%	12 25%	28 30%	41 29%	20 25%	18 18%	28 28%	21 25%	14 29%	13 22%	22 26%	28 28%	42 32%	37 30%	28 22%	25 19%	24 25%	22 26%	26 31%	28 39%
Strongly agree	(4) 5%	7 9%	6 15%	5 10%	6 6%	7 5%	1 1%	3 3%	4 4%	4 5%	3 7%	2 4%	4 4%	2 2%	10 8%	10 8%	8 7%	4 3%	9 9%	6 8%	2 3%	7 10%
Agree	(3) 18 19%	21 26%	9 21%	8 15%	22 24%	34 24%	19 24%	15 15%	25 24%	17 19%	11 22%	10 18%	19 22%	26 25%	32 25%	27 22%	19 15%	21 16%	15 16%	15 18%	23 28%	21 29%
Disagree	(2) 41 44%	37 46%	13 32%	18 36%	42 44%	58 41%	43 55%	40 41%	44 44%	44 52%	25 49%	30 53%	34 40%	52 51%	56 43%	44 36%	56 44%	62 47%	54 55%	38 46%	32 38%	27 37%
Strongly disagree	(1) 15 16%	5 7%	9 23%	11 22%	16 17%	17 12%	4 5%	17 17%g	10 10%	11 13%	7 14%	6 10%	18 20% m	8 8%	15 11%	18 15%	25 20%	17 13%	10 10%	13 16%	17 20%	9 13%
NET: Disagree	57 60%	42 53%	23 55%	29 58%	58 61%	75 53%	47 60%	57 58%	54 54%	55 65%	32 64%	36 63%	52 60%	61 60%	71 54%	61 50%	82 65%	79 60%	64 65%	52 62%	49 59%	36 49%
Don't know	14 15%	10 13%	3 8%	9 17%	8 9%	24 17%	11 15%	24 24%	18 18%	9 10%	4 8%	8 14%	12 14%	13 13%	18 13%	23 19%	17 14%	27 21%	11 11%	11 13%	9 10%	9 12%
Mean	2.16	2.42	2.32	2.14	2.20	2.26	2.26	2.05	2.27	2.19	2.23	2.19	2.11	2.25	2.33	2.30	2.10	2.11	2.27	2.20	2.15	2.41
Standard deviation	0.81	0.78	1.04	0.96	0.83	0.79	0.59	0.76	0.73	0.75	0.80	0.71	0.82	0.66	0.81	0.89	0.84	0.72	0.79	0.84	0.81	0.87
Standard error	0.09	0.09	0.17	0.14	0.09	0.07	0.08	0.09	0.09	0.08	0.14	0.10	0.10	0.06	0.08	0.09	0.08	0.06	0.09	0.09	0.10	0.10

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 34

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- With Autumn bringing on colder and darker days I think about my energy bills more**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	1226 61%	556 57%	670 66%a	129 54%	199 62%	230 60%	214 63%	164 55%	289 69%ceg	308 57%	353 61%	268 64%	297 64%i	303 60%	322 61%	301 60%	194 67%	105 60%
Strongly agree	(4) 261 13%	120 12%	141 14%	29 12%	48 15%	55 14%h	54 16%h	35 12%	40 10%	59 11%	71 12%	52 12%	79 17%i	71 14%q	68 13%	70 14%q	39 14%	13 7%
Agree	(3) 964 48%	436 44%	529 52%a	100 42%	152 47%	175 46%	160 47%	129 43%	248 59%cdefg	248 46%	282 48%	216 51%	218 47%	233 46%	254 48%	231 46%	155 54%	92 53%
Disagree	(2) 494 25%	276 28%b	218 21%	43 18%	80 25%	96 25%	82 24%	99 33%cefh	94 22%	158 29%kl	152 26%	84 20%	100 22%	124 24%	135 25%	119 24%	65 23%	51 30%
Strongly disagree	(1) 113 6%	68 7%b	45 4%	16 7%d	7 2%	17 4%	23 7%d	22 7%d	27 6%d	37 7%	27 5%	16 4%	33 7%	30 6%p	38 7%p	32 6%p	6 2%	7 4%
NET: Disagree	607 30%	344 35%b	263 26%	60 25%	87 27%	113 30%	105 31%	122 41%cdefh	120 29%	195 36%kl	179 31%	100 24%	133 29%	153 30%	172 33%p	152 30%	72 25%	58 33%
Don't know	172 9%	83 8%	89 9%	52 22%defgh	34 11%gh	38 10%gh	21 6%h	15 5%	12 3%	38 7%	49 8%	52 12%il	31 7%	53 10%n	34 6%	50 10%	23 8%	11 6%
Mean	2.75	2.68	2.82a	2.75	2.84g	2.78g	2.77g	2.62	2.74	2.66	2.75	2.82i	2.80i	2.76	2.71	2.75	2.85nq	2.68

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 34

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- With Autumn bringing on colder and darker days I think about my energy bills more**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Standard deviation	0.77	0.80	0.74	0.82	0.72	0.77	0.82	0.80	0.72	0.78	0.75	0.72	0.83	0.79	0.80	0.80	0.69	0.68
Standard error	0.02	0.03	0.02	0.07	0.04	0.04	0.04	0.05	0.03	0.03	0.03	0.04	0.04	0.04	0.04	0.04	0.04	0.05

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 34

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- With Autumn bringing on colder and darker days I think about my energy bills more**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	1226 61%	105 60%	52 57%	141 60%	108 61%	115 62%	68 64%	113 60%	141 56%	162 63%	126 69% <sup>H</sup>	94 60%	985 64% <sup>t</sup>	241 51%	484 59% <sup>v</sup>	71 44%	501 70% <sup>x</sup>	169 55%
Strongly agree	(4) 261 13%	13 7%	13 15%	33 14%	24 14%	26 14%	14 13%	17 9%	35 14%	36 14%	26 14%	26 16% <sup>A</sup>	214 14%	47 10%	100 12%	20 12%	114 16% <sup>x</sup>	27 9%
Agree	(3) 964 48%	92 53%	39 43%	108 46%	84 47%	90 48%	54 51%	96 51%	106 42%	126 49%	101 55% <sup>H</sup>	68 44%	771 50% <sup>t</sup>	194 41%	384 47% <sup>v</sup>	52 32%	387 54% <sup>x</sup>	142 46%
Disagree	(2) 494 25%	51 30%	16 18%	58 25%	45 26%	42 22%	26 25%	51 27%	62 25%	61 24%	39 21%	42 27%	376 25%	118 25%	229 28%	47 29%	148 21%	71 23%
Strongly disagree	(1) 113 6%	7 4%	10 11% <sup>AD</sup>	16 7% <sup>FJ</sup>	6 3%	12 7%	1 1%	14 8% <sup>F</sup>	18 7% <sup>F</sup>	11 4%	6 3%	11 7% <sup>F</sup>	90 6%	23 5%	59 7%	9 5%	31 4%	14 4%
NET: Disagree	607 30%	58 33%	27 29%	74 31%	51 29%	54 29%	27 26%	66 35%	81 32%	73 28%	44 24%	53 34%	466 30%	140 30%	288 35%	56 35%	179 25%	84 27%
Don't know	172 9%	11 6%	12 13% <sup>G</sup>	20 9%	18 10%	16 9%	11 10%	9 5%	30 12% <sup>G</sup>	22 9%	12 7%	9 6%	82 5%	90 19% <sup>s</sup>	48 6%	35 21% <sup>u</sup>	34 5%	55 18% <sup>w</sup>
Mean	2.75	2.68	2.70	2.73	2.79	2.76	2.84	2.65	2.71	2.80	2.86 <sup>AG</sup>	2.74	2.76	2.70	2.68	2.65	2.86 <sup>x</sup>	2.72

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 34

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- With Autumn bringing on colder and darker days I think about my energy bills more**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
													Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Standard deviation	0.77	0.68	0.91	0.81	0.74	0.80	0.67	0.76	0.83	0.75	0.70	0.83	0.77	0.76	0.79	0.82	0.74	0.73
Standard error	0.02	0.05	0.10	0.05	0.06	0.06	0.07	0.06	0.06	0.05	0.05	0.07	0.02	0.04	0.03	0.08	0.03	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 34

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- With Autumn bringing on colder and darker days I think about my energy bills more**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	53 56%	52 65%	23 56%	29 58%	52 55%	89 63%	43 56%	64 65%	65 65%	50 59%	30 61%	38 66%	46 53%	67 66%	64 49%	78 64% <sub>o</sub>	75 59%	88 67%	59 60%	67 79% <sub>s</sub>	45 54%	49 67%
Strongly agree	(4) 7	6 8%	5 12%	8 17%	16 17%	17 12%	10 12%	14 14%	10 9%	16 19%	4 8%	10 17%	5 6%	12 11%	21 16%	14 11%	13 10%	23 18%	19 20% <sub>t</sub>	6 7%	11 13%	15 21%
Agree	(3) 46	46 57%	18 44%	21 41%	37 39%	72 51%	34 43%	50 51%	56 56%	34 40%	26 53%	28 49%	41 47%	56 55%	43 32%	64 53% <sub>o</sub>	62 49%	64 49%	40 41%	61 72% <sub>s</sub>	34 42%	34 46%
Disagree	(2) 28	24 30%	10 24%	7 13%	29 30%	29 20%	25 31%	21 21%	20 20%	22 26%	13 26%	13 24%	26 30%	25 25%	40 31% <sub>p</sub>	22 18%	34 27%	27 21%	28 28% <sub>t</sub>	11 13%	24 29%	18 24%
Strongly disagree	(1) 6	1 2%	4 9%	6 13%	9 9%	8 6%	2 2%	4 4%	6 6%	7 8%	- -	1 2%	11 13% <sub>n</sub>	3 3%	11 9%	7 6%	8 6%	4 3%	4 4%	2 2%	8 10%	3 3%
NET: Disagree	33 35%	25 31%	14 33%	13 26%	37 40% <sub>f</sub>	37 26%	26 33%	25 25%	25 25%	29 34%	13 26%	14 26%	37 43%	28 28%	52 40% <sub>p</sub>	29 24%	42 33%	31 24%	31 32% <sub>t</sub>	13 15%	33 39%	20 28%
Don't know	8 8%	3 4%	4 11%	8 16%	5 5%	15 11%	8 11%	9 10%	10 10%	7 8%	7 13%	5 8%	3 4%	6 6%	15 12%	15 12%	10 8%	12 9%	8 8%	5 6%	5 6%	4 5%
Mean	2.63	2.74	2.66	2.74	2.66	2.78	2.74	2.83	2.76	2.76	2.79	2.89	2.48	2.79 <sub>m</sub>	2.63	2.79	2.69	2.91 <sub>q</sub>	2.83	2.89	2.61	2.89
Standard deviation	0.73	0.62	0.85	0.96	0.88	0.76	0.72	0.75	0.72	0.88	0.60	0.72	0.81	0.69	0.89	0.74	0.76	0.74	0.81	0.55	0.86	0.79
Standard error	0.08	0.07	0.14	0.14	0.09	0.07	0.10	0.08	0.08	0.10	0.10	0.10	0.09	0.06	0.09	0.07	0.07	0.06	0.09	0.06	0.10	0.09

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 35

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am most likely to consider switching my energy supplier in the Autumn**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	550 27%	285 29%	265 26%	94 39% <sup>efgh</sup>	124 39% <sup>efgh</sup>	128 34% <sup>efgh</sup>	76 22%	59 20%	69 16%	175 32% <sup>il</sup>	167 29% <sup>il</sup>	116 27% <sup>il</sup>	93 20%	144 28%	163 31% <sup>o</sup>	118 23%	81 28%	44 25%
Strongly agree	(4) 99 5%	49 5%	50 5%	23 10% <sup>efgh</sup>	28 9% <sup>efgh</sup>	27 7% <sup>efgh</sup>	8 2%	10 3% <sup>h</sup>	3 1%	33 6%	29 5%	18 4%	19 4%	29 6%	21 4%	23 5%	20 7%	7 4%
Agree	(3) 451 23%	236 24%	215 21%	71 30% <sup>efgh</sup>	96 30% <sup>efgh</sup>	101 26% <sup>gh</sup>	67 20%	49 16%	66 16%	142 26% <sup>il</sup>	138 24% <sup>il</sup>	98 23% <sup>il</sup>	74 16%	115 23%	142 27% <sup>o</sup>	95 19%	61 21%	37 21%
Disagree	(2) 746 37%	362 37%	384 38%	59 25%	93 29%	132 35% <sup>c</sup>	134 39% <sup>cd</sup>	136 45% <sup>cde</sup>	192 46% <sup>cde</sup>	215 40%	214 37%	144 34%	173 38%	169 33%	180 34%	203 40% <sup>m</sup>	114 40%	80 46% <sup>mn</sup>
Strongly disagree	(1) 229 11%	111 11%	117 11%	6 3%	26 8% <sup>c</sup>	35 9% <sup>c</sup>	43 13% <sup>c</sup>	46 15% <sup>cde</sup>	72 17% <sup>cde</sup>	56 10%	55 9%	40 9%	78 17% <sup>ijkl</sup>	60 12%	61 11%	60 12%	33 11%	15 9%
NET: Disagree	974 49%	473 48%	501 49%	66 27%	119 37%	167 44% <sup>c</sup>	177 52% <sup>cd</sup>	181 60% <sup>cde</sup>	264 63% <sup>cdef</sup>	271 50%	269 46%	183 44%	251 54% <sup>jk</sup>	229 45%	241 45%	263 52% <sup>m</sup>	147 51%	94 54%
Don't know	480 24%	224 23%	256 25%	81 33% <sup>efgh</sup>	78 24%	85 22%	88 26%	61 20%	88 21%	95 18%	145 25% <sup>i</sup>	122 29% <sup>i</sup>	117 25% <sup>i</sup>	137 27%	125 24%	122 24%	60 21%	35 20%
Mean	2.28	2.29	2.26	2.69 <sup>efgh</sup>	2.52 <sup>efgh</sup>	2.41 <sup>efgh</sup>	2.16 <sup>h</sup>	2.10	2.00	2.34 <sup>i</sup>	2.32 <sup>i</sup>	2.31 <sup>i</sup>	2.10	2.30	2.30	2.21	2.30	2.26

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared by ComRes - Confidential

**Household Bills Survey**  
**ONLINE Fieldwork : 18th - 20th September 2015**

Absolutes/col percents

Table 35

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am most likely to consider switching my energy supplier in the Autumn**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Standard deviation	0.79	0.80	0.79	0.77	0.83	0.82	0.74	0.74	0.67	0.79	0.78	0.78	0.81	0.83	0.78	0.78	0.82	0.71
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.06	0.06

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 35

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am most likely to consider switching my energy supplier in the Autumn**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respos	Not	Respos	Not	Respos	Not
													ible of energy bill (s)	respons ible of energy bill (t)	ible of energy bill (u)	respons ible of energy bill (v)	ible of energy bill (w)	respons ible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	550 27%	44 25%	21 23%	59 25%	38 21%	61 33%D	31 29%	50 27%	77 30%	67 26%	50 28%	52 34%D	419 27%	131 28%	230 28%	55 34%	189 27%	76 25%
Strongly agree	(4) 99 5%	7 4%	2 3%	13 5%	8 4%	9 5%	9 8%G	4 2%	16 6%	12 5%	11 6%	7 5%	60 4%	39 8% s	33 4%	17 10% u	28 4%	22 7% w
Agree	(3) 451 23%	37 21%	18 20%	47 20%	30 17%	52 28%D	22 21%	46 24%	60 24%	55 21%	39 21%	45 29%D	359 23%	92 19%	198 24%	38 23%	162 23%	54 17%
Disagree	(2) 746 37%	80 46% EH	34 38% IK	97 41% HK	72 40%	61 33%	43 41%	72 38%	79 32%	90 35%	71 39%	47 30%	612 40% t	133 28%	319 39% v	43 27%	294 41% x	90 29%
Strongly disagree	(1) 229 11%	15 9%	17 19% ACE	23 10%	21 12%	16 9%	9 8%	25 13%	25 10%	34 13%	24 13%	20 13%	185 12%	44 9%	102 12%	10 6%	83 12%	34 11%
NET: Disagree	974 49%	94 54% EH	51 56% EH	120 51%	92 52%	77 42%	52 49%	97 51%	105 42%	124 48%	96 52%	67 43%	797 52% t	177 38%	420 51% v	53 33%	377 53% x	124 40%
Don't know	480 24%	35 20%	19 21%	56 24%	47 27%	47 26%	23 22%	41 22%	71 28%	66 26%	37 20%	37 24%	317 21%	163 35% s	170 21%	54 34% u	147 21%	108 35% w
Mean	2.28	2.26	2.08	2.28	2.19	2.39B	2.38B	2.20	2.37B	2.24	2.25	2.33	2.24	2.41s	2.25	2.58u	2.24	2.32

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L

\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 35

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am most likely to consider switching my energy supplier in the Autumn**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
													Respons-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respons-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respons-ible of energy bill (w)	Not respons-ible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Standard deviation	0.79	0.71	0.79	0.78	0.77	0.78	0.82	0.75	0.83	0.82	0.83	0.83	0.77	0.88	0.77	0.86	0.76	0.88
Standard error	0.02	0.06	0.09	0.06	0.07	0.07	0.09	0.06	0.06	0.06	0.07	0.08	0.02	0.05	0.03	0.09	0.03	0.06

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 35

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am most likely to consider switching my energy supplier in the Autumn**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	25 27%	19 24%	14 34% <sup>d</sup>	7 13%	24 25%	36 25%	19 24%	19 19%	39 38%	22 26%	16 32%	15 26%	22 25%	28 28%	40 31%	37 30%	35 28%	32 24%	27 27%	24 28%	25 31%	27 37%
Strongly agree	(4) 4%	3 4%	1 1%	2 3%	8 8%	5 4%	1 2%	7 7%	5 5%	4 5%	5 11%	3 6%	2 2%	2 2%	8 6%	8 7%	6 5%	6 5%	6 6%	5 7%	4 5%	3 4%
Agree	(3) 23%	16 20%	13 33% <sup>d</sup>	5 10%	16 17%	31 22%	18 23%	12 12%	34 34%	18 21%	11 21%	12 20%	20 23%	26 26%	32 25%	28 23%	29 23%	26 20%	21 21%	18 22%	21 26%	24 33%
Disagree	(2) 42%	40 50%	12 30%	22 44%	37 40%	60 42%	39 50%	33 33%	27 27%	35 41%	21 42%	22 40%	30 35%	42 41%	44 33%	36 29%	47 38%	42 32%	40 40%	31 37%	25 31%	21 29%
Strongly disagree	(1) 14% <sup>b</sup>	2 3%	8 20%	9 17%	12 13%	11 7%	3 4%	17 17% <sup>g</sup>	6 6%	10 11%	1 1%	8 14%	17 20% <sup>n</sup>	8 8%	9 7%	16 13%	21 16%	14 11%	11 11%	14 16%	10 12%	10 13%
NET: Disagree	52 55%	42 53%	21 50%	30 61%	50 53%	70 50%	42 54%	50 51%	33 33%	44 52% <sup>l</sup>	21 43%	30 54%	47 55%	49 49%	53 40%	52 43%	68 54%	56 43%	50 51%	45 54%	35 43%	31 43%
Don't know	17 18%	18 23%	6 15%	13 25%	21 22%	35 25%	17 22%	30 31%	29 29%	19 22%	12 24%	11 20%	17 20%	24 24%	38 29%	33 27%	23 18%	43 33% <sup>q</sup>	22 22%	15 18%	22 27%	15 20%
Mean	2.21	2.33	2.18	1.99	2.26	2.28	2.28	2.12	2.51	2.25	2.56	2.23	2.10	2.29	2.42	2.33	2.20	2.28	2.28	2.22	2.32	2.35
Standard deviation	0.77	0.63	0.83	0.75	0.87	0.71	0.60	0.90	0.75	0.78	0.77	0.83	0.81	0.69	0.78	0.89	0.83	0.81	0.79	0.86	0.83	0.83
Standard error	0.09	0.07	0.14	0.11	0.10	0.07	0.08	0.11	0.09	0.09	0.14	0.12	0.10	0.07	0.08	0.09	0.08	0.08	0.10	0.10	0.12	0.10

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 36

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I plan to regularly review my energy tariff to decide if I need to switch**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)	
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177	
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174	
NET: Agree	1178 59%	583 59%	595 58%	116 48%	190 59% <sup>c</sup>	251 66% <sup>cg</sup>	199 58% <sup>c</sup>	168 56%	254 60% <sup>c</sup>	350 65% <sup>l</sup>	351 60% <sup>l</sup>	245 58%	232 50%	305 60%	319 60%	302 60%	155 54%	96 55%	
Strongly agree	(4) 15%	303 15%	149 15%	154 15%	16 7%	51 16% <sup>c</sup>	65 17% <sup>c</sup>	62 18% <sup>c</sup>	43 14% <sup>c</sup>	65 15% <sup>c</sup>	94 17%	88 15%	59 14%	61 13%	85 17%	68 13%	77 15%	43 15%	29 17%
Agree	(3) 44%	875 44%	434 44%	441 43%	100 41%	138 43%	186 49% <sup>f</sup>	137 40%	125 42%	189 45%	256 47% <sup>l</sup>	262 45% <sup>l</sup>	186 44%	171 37%	220 43%	251 48% <sup>p</sup>	225 45%	113 39%	66 38%
Disagree	(2) 22%	437 22%	235 24% <sup>b</sup>	202 20%	53 22%	71 22%	70 18%	67 20%	78 26% <sup>e</sup>	98 23%	114 21%	126 22%	79 19%	118 26%	96 19%	115 22%	100 20%	80 28% <sup>mo</sup>	46 26%
Strongly disagree	(1) 6%	119 6%	55 6%	64 6%	12 5%	18 6%	20 5%	21 6%	20 7%	28 7%	21 4%	39 7%	17 4%	43 9% <sup>ik</sup>	33 6%	30 6%	27 5%	19 7%	9 5%
NET: Disagree	556 28%	289 29%	266 26%	65 27%	89 28%	90 24%	88 26%	98 33% <sup>e</sup>	125 30%	135 25%	164 28%	96 23%	161 35% <sup>ijk</sup>	129 25%	145 27%	128 25%	99 34% <sup>mo</sup>	55 32%	
Don't know	270 13%	109 11%	161 16% <sup>a</sup>	59 25% <sup>defg</sup>	42 13%	39 10%	54 16% <sup>eh</sup>	34 11%	42 10%	56 10%	66 11%	80 19% <sup>ij</sup>	68 15% <sup>i</sup>	75 15%	64 12%	73 14%	35 12%	23 13%	
Mean	2.79	2.78	2.79	2.66	2.80	2.87 <sup>cg</sup>	2.84	2.72	2.77	2.871	2.781	2.841	2.64	2.82	2.77	2.82	2.71	2.77	

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 36

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I plan to regularly review my energy tariff to decide if I need to switch**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Standard deviation	0.81	0.80	0.82	0.73	0.81	0.79	0.85	0.82	0.82	0.77	0.82	0.76	0.87	0.83	0.78	0.80	0.83	0.83
Standard error	0.02	0.03	0.03	0.06	0.05	0.04	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.04	0.05	0.07

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 36

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I plan to regularly review my energy tariff to decide if I need to switch**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respos	Not	Respos	Not	Respos	Not
													ible of energy bill (s)	respons ible of energy bill (t)	ible of energy bill (u)	respons ible of energy bill (v)	ible of energy bill (w)	respons ible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	1178 59%	96 55%	50 55%	145 62%	107 60%	109 59%	62 58%	113 60%	159 63%J	147 57%	94 51%	97 63%	983 64%t	195 41%	516 63%v	68 42%	467 66%x	127 41%
Strongly agree	(4) 303 15%	29 17%	10 11%	42 18%G	25 14%	24 13%	20 19%	18 10%	49 20%G	36 14%	23 13%	25 16%	263 17%t	40 9%	135 16%v	14 9%	127 18%x	26 9%
Agree	(3) 875 44%	66 38%	40 44%	103 44%	82 46%	85 46%	42 39%	95 50%A	109 43%	111 43%	71 39%	72 46%	720 47%t	155 33%	380 46%v	54 33%	340 48%x	101 33%
Disagree	(2) 437 22%	46 26%H	17 19%	46 20%	37 21%	44 24%	28 26%	43 23%	42 17%	54 21%	52 28%H	28 18%	326 21%	111 24%	194 24%	41 25%	132 19%	69 23%
Strongly disagree	(1) 119 6%	9 5%	8 9%	12 5%	7 4%	11 6%	5 5%	10 5%	19 7%	14 5%	14 8%	9 6%	74 5%	45 9% <u>s</u>	38 5%	17 10% <u>u</u>	37 5%	28 9% <u>w</u>
NET: Disagree	556 28%	55 32%	26 28%	58 25%	44 25%	56 30%	33 31%	53 28%	61 24%	68 26%	66 36%CHK	37 24%	400 26%	155 33% <u>s</u>	231 28%	58 36%	169 24%	97 31% <u>w</u>
Don't know	270 13%	23 13%	15 17%	32 14%	25 14%	21 11%	12 11%	22 12%	33 13%	43 17%	23 13%	21 14%	150 10%	120 26% <u>s</u>	73 9%	36 22% <u>u</u>	77 11%	84 27% <u>w</u>
Mean	2.79	2.77	2.69	2.87J	2.82	2.74	2.81	2.73	2.86J	2.79	2.64	2.84	2.85t	2.54	2.82v	2.51	2.88x	2.56

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 36

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I plan to regularly review my energy tariff to decide if I need to switch**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
													Respons-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respons-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respons-ible of energy bill (w)	Not respons-ible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Standard deviation	0.81	0.83	0.85	0.81	0.76	0.79	0.83	0.73	0.86	0.80	0.84	0.81	0.79	0.86	0.78	0.86	0.79	0.85
Standard error	0.02	0.07	0.09	0.06	0.07	0.06	0.09	0.06	0.06	0.05	0.07	0.07	0.02	0.05	0.03	0.09	0.03	0.06

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 36

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I plan to regularly review my energy tariff to decide if I need to switch**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	52 55%	44 55%	25 62%	25 49%	63 66%	83 59%	47 61%	59 60%	58 58%	50 59%	27 54%	35 61%	55 64%	58 57%	87 67%	71 59%	70 55%	76 58%	48 49%	46 54%	50 60%	47 65%
Strongly agree	(4) 17 18%	12 15%	7 18%	3 6%	19 21%	23 16%	11 14%	14 14%	9 9%	16 18%	10 21%	9 17%	6 8%	12 11%	27 21%	22 18%	19 15%	16 13%	13 13%	10 12%	9 11%	16 23%
Agree	(3) 35 37%	32 40%	18 44%	21 43%	43 46%	60 43%	36 46%	46 47%	50 49%	35 41%	17 33%	25 45%	49 57%	46 45%	60 46%	49 41%	51 40%	60 46%	35 36%	35 42%	41 50%	31 43%
Disagree	(2) 23 24%	23 29%	7 17%	10 21%	19 20%	27 19%	20 26%	17 17%	28 28%	17 20%	20 40%	8 14%	19 22%	24 23%	20 15%	23 19%	36 28% <sub>r</sub>	18 14%	30 30%	22 26%	13 16%	14 19%
Strongly disagree	(1) 4 5%	5 6%	3 7%	6 11%	5 5%	7 5%	2 3%	5 5%	3 3%	8 9%	- -	5 9%	6 7%	3 3%	12 9%	7 6%	7 6%	7 5%	6 6%	8 10%	6 7%	3 4%
NET: Disagree	27 29%	28 35%	10 23%	16 32%	24 25%	34 24%	22 29%	22 22%	31 31%	25 29%	20 40%	13 23%	26 30%	27 27%	31 24%	30 24%	43 34% <sub>r</sub>	24 19%	36 36%	30 35%	20 24%	17 24%
Don't know	15 16%	8 10%	6 14%	9 18%	8 9%	24 17%	8 11%	17 17%	11 11%	10 12%	3 5%	9 16%	5 6%	17 16%	12 9%	20 17%	13 10%	30 23% <sub>q</sub>	15 15%	9 10%	13 16%	8 11%
Mean	2.82	2.71	2.85	2.55	2.90	2.84	2.81	2.83	2.72	2.77	2.80	2.82	2.69	2.78	2.87	2.86	2.72	2.86	2.66	2.63	2.76	2.94
Standard deviation	0.84	0.83	0.85	0.83	0.81	0.80	0.74	0.78	0.69	0.90	0.79	0.87	0.73	0.73	0.88	0.84	0.83	0.77	0.82	0.86	0.79	0.82
Standard error	0.10	0.09	0.14	0.12	0.09	0.07	0.10	0.09	0.08	0.10	0.13	0.12	0.08	0.07	0.09	0.08	0.08	0.07	0.10	0.09	0.10	0.10

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 37

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am confident that my current energy supplier and tariff are getting me the best deal**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	1210 60%	595 61%	616 60%	116 48%	188 59% <sup>c</sup>	213 56%	209 61% <sup>c</sup>	182 61% <sup>c</sup>	303 72% <sup>cdefg</sup>	323 60%	344 59%	267 63%	277 60%	286 56%	340 64% <sup>m</sup>	303 60%	183 63%	98 57%
Strongly agree	(4) 13%	260 11%	151 15% <sup>a</sup>	31 13%	42 13%	38 10%	45 13%	30 10%	75 18% <sup>eg</sup>	60 11%	66 11%	49 12%	84 18% <sup>ijkl</sup>	71 14%	71 13%	58 12%	44 15%	15 9%
Agree	(3) 47%	951 50%	464 45%	84 35%	146 46% <sup>c</sup>	175 46% <sup>c</sup>	165 48% <sup>c</sup>	152 51% <sup>c</sup>	228 54% <sup>cde</sup>	263 49% <sup>l</sup>	278 48%	218 52% <sup>l</sup>	192 42%	216 42%	269 51% <sup>m</sup>	244 49%	139 48%	83 48%
Disagree	(2) 16%	317 17%	149 15%	41 17%	57 18% <sup>h</sup>	71 19% <sup>h</sup>	54 16%	44 15%	49 12%	99 18% <sup>k</sup>	96 16%	53 13%	69 15%	89 18%	86 16%	78 16%	40 14%	24 14%
Strongly disagree	(1) 4%	90 5%	48 4%	9 4%	16 5% <sup>h</sup>	26 7% <sup>h</sup>	17 5% <sup>h</sup>	15 5% <sup>h</sup>	7 2%	26 5%	29 5%	15 3%	21 4%	23 5%	21 4%	19 4%	17 6%	10 6%
NET: Disagree	406 20%	216 22%	191 19%	50 21% <sup>h</sup>	73 23% <sup>h</sup>	97 26% <sup>h</sup>	71 21% <sup>h</sup>	59 20% <sup>h</sup>	55 13%	125 23% <sup>k</sup>	124 21%	68 16%	89 19%	113 22%	107 20%	97 19%	57 20%	33 19%
Don't know	388 19%	172 18%	216 21%	75 31% <sup>defgh</sup>	59 19%	71 19%	61 18%	59 20%	62 15%	93 17%	113 19%	86 21%	95 21%	110 22% <sup>n</sup>	83 16%	103 21%	49 17%	42 24% <sup>n</sup>
Mean	2.85	2.81	2.90 <sup>a</sup>	2.83	2.82	2.73	2.84	2.81	3.04 <sup>cde</sup>	2.80	2.82	2.90	2.93 <sup>i</sup>	2.84	2.87	2.86	2.88	2.79

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 37

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am confident that my current energy supplier and tariff are getting me the best deal**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Standard deviation	0.75	0.73	0.76	0.79	0.77	0.78	0.76	0.72	0.65	0.74	0.75	0.69	0.80	0.78	0.72	0.71	0.79	0.74
Standard error	0.02	0.03	0.03	0.07	0.05	0.04	0.04	0.05	0.03	0.03	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.06

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 37

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am confident that my current energy supplier and tariff are getting me the best deal**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	1210 60%	98 57%	56 62%	137 58%	110 62%	118 64%	68 64%	121 65%	144 57%	142 55%	115 63%	100 64%	984 64%t	226 48%	509 62%	86 53%	475 67%x	140 46%
Strongly agree	(4) 260 13%	15 9%	13 15%	23 10%	22 12%	23 12%	15 14%	28 15%	41 16%A	30 12%	30 16%	20 13%	210 14%	49 10%	94 11%	14 9%	117 16%	35 11%
Agree	(3) 951 47%	83 48%	43 47%	114 48%	88 50%	96 52%	54 50%	93 50%	103 41%	112 44%	85 47%	80 51%	774 50%t	177 38%	415 51%	71 44%	358 50%x	106 34%
Disagree	(2) 317 16%	24 14%	16 18%	33 14%	29 16%	37 20%	14 13%	28 15%	40 16%	49 19%	26 14%	21 14%	256 17%	61 13%	146 18%	22 13%	109 15%	39 13%
Strongly disagree	(1) 90 4%	10 6%E	4 5%	10 4%E	4 2%	1 1%	6 5%E	10 5%E	17 7%EI	6 2%	11 6%E	10 6%E	69 5%	20 4%	41 5%	7 4%	29 4%	13 4%
NET: Disagree	406 20%	33 19%	20 23%	43 18%	33 19%	38 21%	20 18%	37 20%	57 23%	55 21%	37 20%	31 20%	325 21%	81 17%	187 23%	28 18%	138 19%	53 17%
Don't know	388 19%	42 24%	14 15%	55 23%	34 19%	29 16%	18 17%	29 16%	51 20%	60 23%	31 17%	24 16%	224 15%	163 35% <sup>s</sup>	124 15%	48 30% <sup>u</sup>	100 14%	115 37% <sup>w</sup>
Mean	2.85	2.79	2.85	2.83	2.89	2.89	2.88	2.88	2.83	2.84	2.88	2.84	2.86	2.83	2.81	2.82	2.92	2.84

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 37

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am confident that my current energy supplier and tariff are getting me the best deal**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Respons ible of energy bill (s)	Not respons ible of energy bill (t)	Respons ible of energy bill (u)	Not respons ible of energy bill (v)	Respons ible of energy bill (w)	Not respons ible of energy bill (x)
	Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713
Standard deviation	0.75	0.74	0.77	0.72	0.68	0.64	0.76	0.76	0.85	0.71	0.81	0.77	0.74	0.77	0.74	0.73	0.74	0.80
Standard error	0.02	0.06	0.08	0.05	0.06	0.05	0.08	0.06	0.06	0.05	0.07	0.07	0.02	0.05	0.03	0.08	0.03	0.06

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 37

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I am confident that my current energy supplier and tariff are getting me the best deal**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	58 62%	41 51%	26 63%	30 61%	56 59%	81 57%	49 63%	60 61%	62 62%	56 66%	29 59%	39 69%	58 67%	64 63%	69 53%	75 61%	77 61%	66 50%	58 59%	57 68%	52 63%	48 65%
Strongly agree	(4) 10 11%	5 7%	5 12%	9 17%	8 9%	15 10%	7 9%	15 15%	9 9%	14 16%	4 8%	11 19%	12 14%	16 15%	17 13%	24 19%	16 12%	14 11%	12 12%	18 21%	8 10%	12 17%
Agree	(3) 48 51%	35 44%	21 51%	22 44%	48 50%	66 47%	42 54%	45 46%	53 53%	42 50%	25 51%	28 50%	45 53%	48 47%	52 40%	51 42%	61 48%	51 39%	46 47%	39 46%	44 53%	36 49%
Disagree	(2) 13 14%	11 13%	7 16%	10 19%	16 17%	17 12%	16 20%	13 13%	23 23%	14 16%	9 19%	4 8%	16 18%	12 12%	17 13%	23 19%	26 21%	23 17%	14 15%	11 14%	11 13%	11 15%
Strongly disagree	(1) 5 5%	5 6%	1 3%	3 6%	3 3%	7 5%	3 3%	2 2%	1 1%	- -	2 4%	4 7%	2 3%	7 7%	13 10%	4 3%	2 2%	4 3%	8 8%	3 4%	7 8%	3 5%
NET: Disagree	18 19%	16 19%	8 20%	12 25%	19 20%	24 17%	18 23%	15 15%	25 24%	14 16%	11 23%	8 14%	18 21%	19 19%	30 23%	27 23%	29 23%	26 20%	22 23%	15 18%	17 21%	14 19%
Don't know	18 20%	24 30%	7 17%	7 14%	19 21%	36 25%	10 13%	24 24%	14 14%	15 18%	9 18%	9 17%	10 12%	19 19%	31 24%	19 16%	21 17%	38 29%q	18 18%	12 15%	13 16%	11 15%
Mean	2.83	2.73	2.86	2.85	2.82	2.84	2.79	2.98	2.80	3.00	2.78	2.97	2.89	2.87	2.73	2.92	2.86	2.83	2.77	2.99	2.78	2.91
Standard deviation	0.73	0.75	0.71	0.82	0.68	0.74	0.67	0.68	0.63	0.63	0.70	0.80	0.70	0.82	0.90	0.79	0.68	0.74	0.82	0.78	0.78	0.77
Standard error	0.09	0.09	0.12	0.12	0.08	0.07	0.09	0.08	0.07	0.07	0.13	0.11	0.08	0.08	0.09	0.08	0.07	0.07	0.10	0.09	0.10	0.09

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 38

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I would like to reduce my energy bill but switching is too complicated**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2004	881	1123	193	285	388	375	304	459	739	514	304	447	528	528	500	271	177
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
NET: Agree	614 31%	295 30%	319 31%	117 49%efgh	129 40%efgh	115 30%h	103 30%h	74 25%	77 18%	149 28%	185 32%	150 36%i	130 28%	166 33%	165 31%	143 29%	84 29%	56 32%
Strongly agree	(4) 120 6%	55 6%	65 6%	24 10%h	24 7%h	28 7%h	20 6%h	14 5%	11 3%	33 6%	39 7%	24 6%	24 5%	34 7%	35 7%	23 5%	17 6%	12 7%
Agree	(3) 494 25%	240 24%	254 25%	93 39%efgh	105 33%efgh	87 23%h	83 24%h	60 20%	66 16%	116 21%	145 25%	126 30%i	106 23%	132 26%	131 25%	120 24%	66 23%	44 25%
Disagree	(2) 746 37%	381 39%	365 36%	57 24%	101 31%	148 39%c	113 33%c	130 43%cdf	197 47%cdef	235 44%ijkl	210 36%	142 34%	158 34%	178 35%	199 38%	185 37%	115 40%	69 39%
Strongly disagree	(1) 384 19%	192 20%	192 19%	10 4%	43 13%c	72 19%c	83 24%cd	71 23%cd	105 25%cd	107 20%	110 19%	65 16%	102 22%k	93 18%	102 19%	105 21%	52 18%	30 17%
NET: Disagree	1130 56%	573 58%	557 54%	67 28%	144 45%c	220 58%cd	197 58%cd	200 67%cdef	302 72%cdef	343 63%ijkl	320 55%	208 49%	260 56%	272 53%	302 57%	290 58%	167 58%	99 57%
Don't know	260 13%	114 12%	146 14%	56 23%efgh	48 15%g	46 12%	41 12%	26 9%	42 10%	49 9%	77 13%i	64 15%i	70 15%i	72 14%	62 12%	69 14%	38 13%	19 11%
Mean	2.20	2.18	2.22	2.71def gh	2.40efg h	2.21h	2.13h	2.07	1.95	2.15	2.23	2.30il	2.14	2.24	2.21	2.14	2.19	2.24

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

Prepared by ComRes - Confidential

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 38

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I would like to reduce my energy bill but switching is too complicated**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2004	982	1022	241	321	381	341	300	421	541	581	421	461	509	529	503	289	174
Standard deviation	0.86	0.85	0.87	0.76	0.85	0.87	0.90	0.82	0.75	0.84	0.88	0.84	0.87	0.87	0.87	0.85	0.85	0.85
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.04	0.04	0.04	0.06	0.07	

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 38

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I would like to reduce my energy bill but switching is too complicated**

**Base: All respondents**

	Region												Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
													Responsible of energy bill (s)	Not responsible of energy bill (t)	Responsible of energy bill (u)	Not responsible of energy bill (v)	Responsible of energy bill (w)	Not responsible of energy bill (x)
Unweighted base	2004	177	96	245	159	177	98	198	244	284	173	153	1572	432	751	130	821	302
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
NET: Agree	614 31%	56 32%D	26 29%	81 34%D	36 21%	66 35%D	31 30%	56 30%	89 35%D	77 30%	52 29%	44 28%	435 28%	180 38% <sub>s</sub>	229 28%	66 41% <sub>u</sub>	206 29%	113 37% <sub>w</sub>
Strongly agree	(4) 120 6%	12 7%	4 5%	14 6%	5 3%	18 10%D	6 6%	10 5%	16 6%	17 7%	11 6%	7 4%	86 6%	34 7%	43 5%	13 8%	44 6%	21 7%
Agree	(3) 494 25%	44 25%	22 24%	67 29%D	31 18%	48 26%	25 24%	46 24%	72 29%D	60 23%	41 23%	37 24%	348 23%	146 31% <sub>s</sub>	186 23%	54 33% <sub>u</sub>	162 23%	92 30% <sub>w</sub>
Disagree	(2) 746 37%	69 39%	29 32%	82 35%	74 42%	69 37%	43 41%	82 44% <sub>HK</sub>	81 32%	98 38%	72 39%	48 31%	614 40% <sub>t</sub>	132 28%	342 42% <sub>v</sub>	39 24%	272 38% <sub>x</sub>	92 30%
Strongly disagree	(1) 384 19%	30 17%	24 26%	45 19%	37 21%	29 15%	14 13%	31 16%	43 17%	50 20%	38 21%	43 28% <sub>AEFGH</sub>	346 23% <sub>t</sub>	38 8%	184 22% <sub>v</sub>	8 5%	163 23% <sub>x</sub>	30 10%
NET: Disagree	1130 56%	99 57%	52 58%	127 54%	111 63% <sub>H</sub>	97 53%	58 54%	113 60% <sub>H</sub>	124 49%	148 57%	110 60%	91 59%	961 63% <sub>t</sub>	169 36%	526 64% <sub>v</sub>	47 29%	435 61% <sub>x</sub>	122 39%
Don't know	260 13%	19 11%	12 13%	28 12%	29 17%	22 12%	17 16%	19 10%	40 16%	32 12%	21 11%	21 13%	138 9%	122 26% <sub>s</sub>	66 8%	48 30% <sub>u</sub>	72 10%	73 24% <sub>w</sub>
Mean	2.20	2.24	2.09	2.24 <sub>D</sub>	2.03	2.34 <sub>DK</sub>	2.26	2.21	2.29 <sub>DK</sub>	2.20	2.16	2.05	2.13	2.50 <sub>s</sub>	2.12	2.63 <sub>u</sub>	2.14	2.45 <sub>w</sub>

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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Prepared by ComRes - Confidential



## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 38

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I would like to reduce my energy bill but switching is too complicated**

**Base: All respondents**

	Region											Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female		
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	Q1. Household bills personally responsible for managing?		Q1. Household bills personally responsible for managing? - Male		Q1. Household bills personally responsible for managing? - Female	
													Respons-ible of energy bill (s)	Not respons-ible of energy bill (t)	Respons-ible of energy bill (u)	Not respons-ible of energy bill (v)	Respons-ible of energy bill (w)	Not respons-ible of energy bill (x)
Weighted base	2004	174	91*	235	177	185	106*	188	252	257	183	156	1533	471	820	162	713	308
Standard deviation	0.86	0.85	0.89	0.87	0.78	0.89	0.82	0.81	0.88	0.87	0.86	0.89	0.85	0.81	0.84	0.78	0.87	0.83
Standard error	0.02	0.07	0.10	0.06	0.07	0.07	0.09	0.06	0.06	0.06	0.07	0.08	0.02	0.05	0.03	0.08	0.03	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r - s/t - u/v - w/x - A/B/C/D/E/F/G/H/I/J/K/L**

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## Household Bills Survey

### ONLINE Fieldwork : 18th - 20th September 2015

Absolutes/col percents

Table 38

**Q11. To what extent do you agree or disagree with each of the following statements about switching your energy supplier or tariff?**

**- I would like to reduce my energy bill but switching is too complicated**

**Base: All respondents**

	Scotland		North East		North West		Yorks & Humber		West Mids		Wales		Eastern		London		South East		South West		East Mids	
	Male (a)	Female (b)	Male (c)	Female (d)	Male (e)	Female (f)	Male (g)	Female (h)	Male (i)	Female (j)	Male (k)	Female (l)	Male (m)	Female (n)	Male (o)	Female (p)	Male (q)	Female (r)	Male (s)	Female (t)	Male (u)	Female (v)
Unweighted base	86	91	41	55	95	150	65	94	84	93	37	61	79	119	116	128	127	157	80	93	71	82
Weighted base	94*	80*	41*	50*	94*	141	78*	99*	100*	85*	50**	57*	86*	102*	131*	121	126	131	99*	84*	83*	73*
NET: Agree	27 29%	28 35%	14 34%	12 25%	27 29%	54 38%	12 16%	24 24%	37 37%	28 33%	12 25%	19 34%	28 33%	28 27%	44 34%	44 36%	40 32%	37 28%	29 29%	23 28%	23 28%	20 28%
Strongly agree	(4) 4 5%	7 9%	1 2%	4 7%	6 6%	8 6%	- -	5 5%	14 14%	4 5%	1 2%	5 10%	4 4%	7 7%	9 7%	7 6%	9 7%	8 6%	5 5%	6 7%	3 4%	3 5%
Agree	(3) 23 25%	21 26%	13 32%	9 18%	21 23%	46 32%	12 16%	19 20%	23 23%	24 29%	11 23%	14 24%	25 29%	21 21%	35 27%	37 30%	31 25%	29 22%	24 24%	18 21%	20 24%	17 23%
Disagree	(2) 37 39%	32 39%	12 29%	17 34%	34 36%	48 34%	38 49%	36 36%	37 37%	32 38%	22 44%	22 38%	39 45%	44 43%	48 37%	33 27%	46 37%	51 39%	43 44%	29 34%	25 30%	23 31%
Strongly disagree	(1) 19 20%	12 15%	12 29%	12 23%	24 26% <sup>f</sup>	20 14%	16 20%	22 22%	11 11%	18 21%	7 13%	8 14%	13 15%	17 17%	21 16%	22 18%	27 21%	23 18%	18 19%	20 24%	24 29%	19 26%
NET: Disagree	56 59%	43 54%	24 59%	28 57%	58 62%	68 48%	54 69%	57 58%	48 47%	50 59%	28 57%	29 52%	52 61%	61 60%	69 53%	55 45%	73 58%	75 57%	61 62%	49 58%	49 59%	42 58%
Don't know	11 11%	9 11%	3 8%	9 18%	9 10%	19 13%	12 15%	17 18%	16 16%	7 8%	9 18%	8 15%	6 6%	13 13%	17 13%	22 18%	13 10%	19 15%	8 8%	12 15%	10 13%	10 14%
Mean	2.16	2.33	2.07	2.11	2.09	2.34	1.95	2.09	2.47	2.19	2.16	2.35	2.23	2.19	2.29	2.30	2.20	2.20	2.18	2.13	2.03	2.08
Standard deviation	0.83	0.87	0.87	0.93	0.89	0.84	0.65	0.86	0.92	0.85	0.72	0.89	0.78	0.84	0.86	0.90	0.89	0.86	0.82	0.91	0.89	0.90
Standard error	0.10	0.10	0.14	0.13	0.10	0.07	0.09	0.10	0.11	0.09	0.13	0.12	0.09	0.08	0.09	0.09	0.08	0.07	0.10	0.10	0.11	0.11

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j - k/l - m/n - o/p - q/r - s/t - u/v - w/x**

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